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IOS 26
POWERFUL UPGRADE
DEVELOPER BETA UNVEILS A SLEW OF HIDDEN GEMS

XCHAT
BREAKING BOUNDARIES
X UNVEILS NEW FEATURE WITH ENCRYPTION & ADVANCED TOOLS

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Reminders 5
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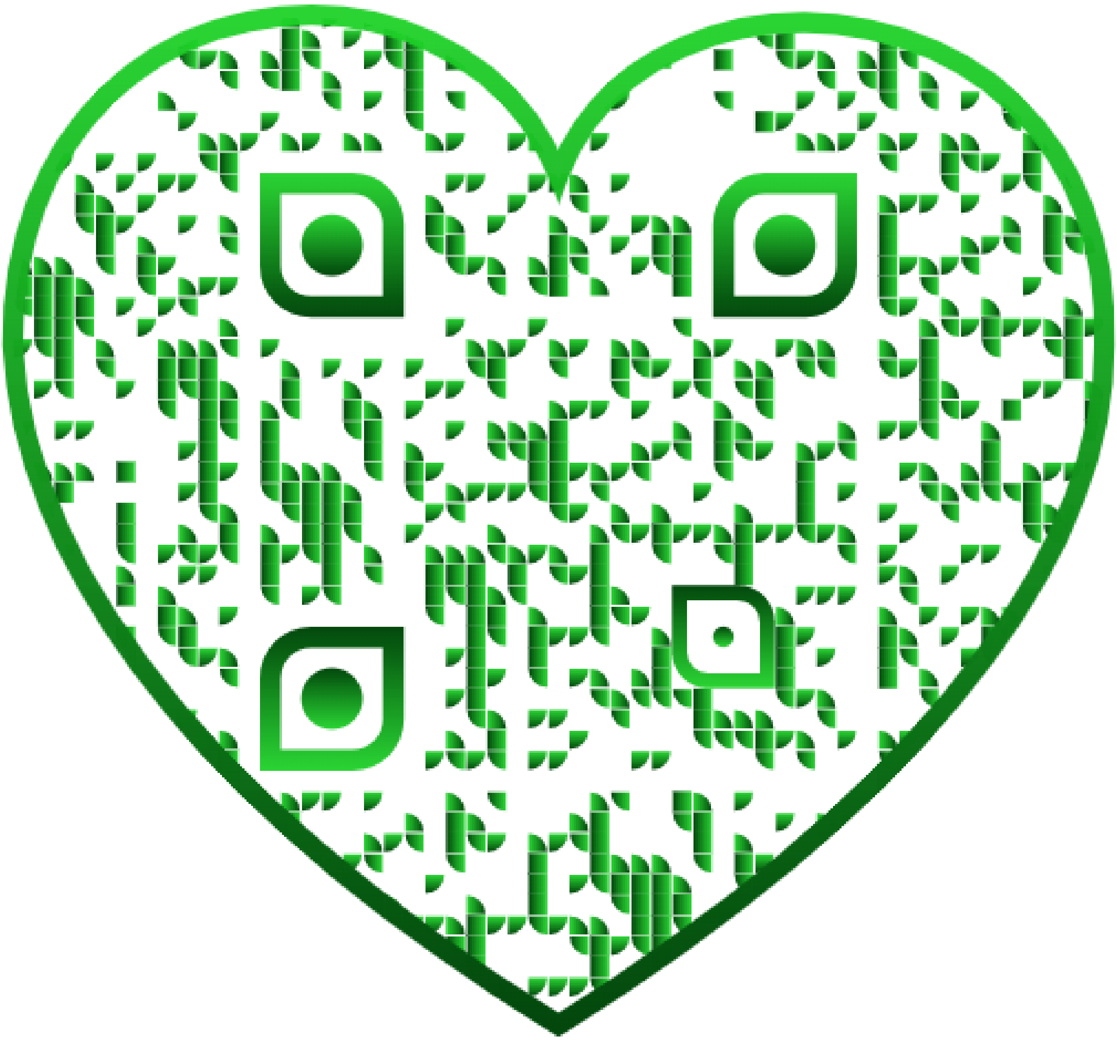
Log hours
Progress update

macOS Tahoe
REDEFINING THE MAC EXPERIENCE WITH LIQUID GLASS AND PRODUCTIVITY BOOST



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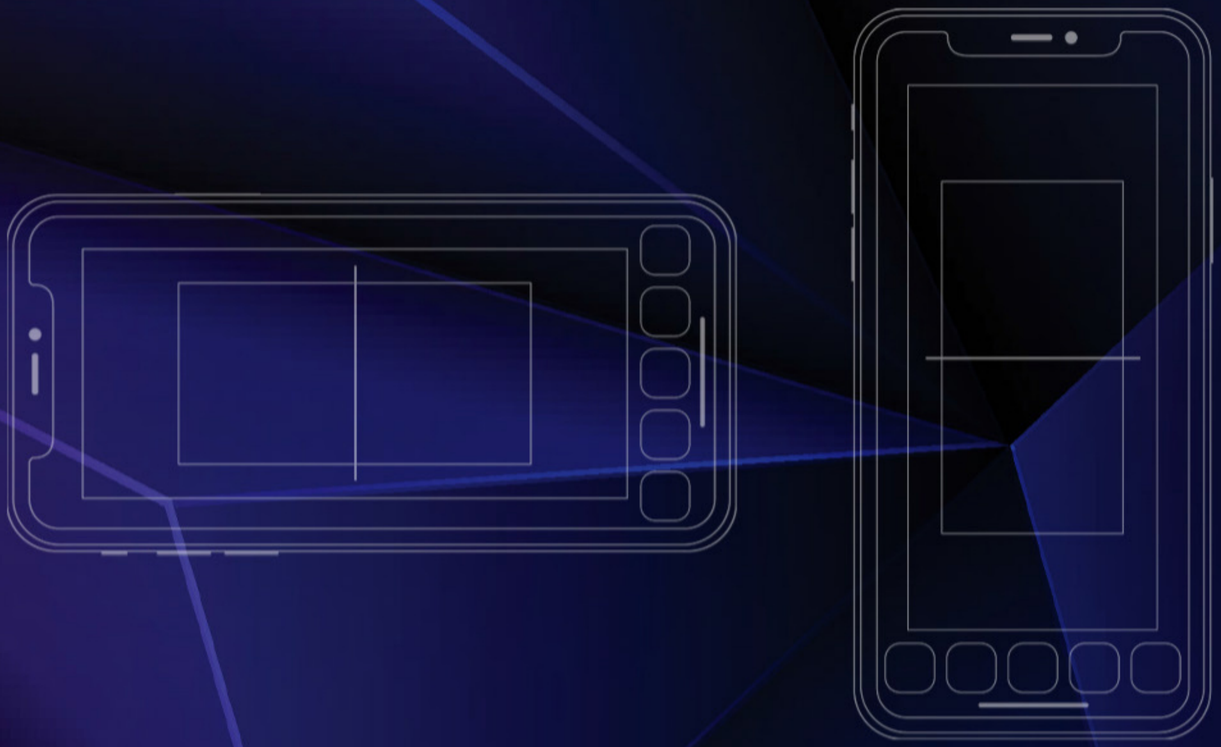

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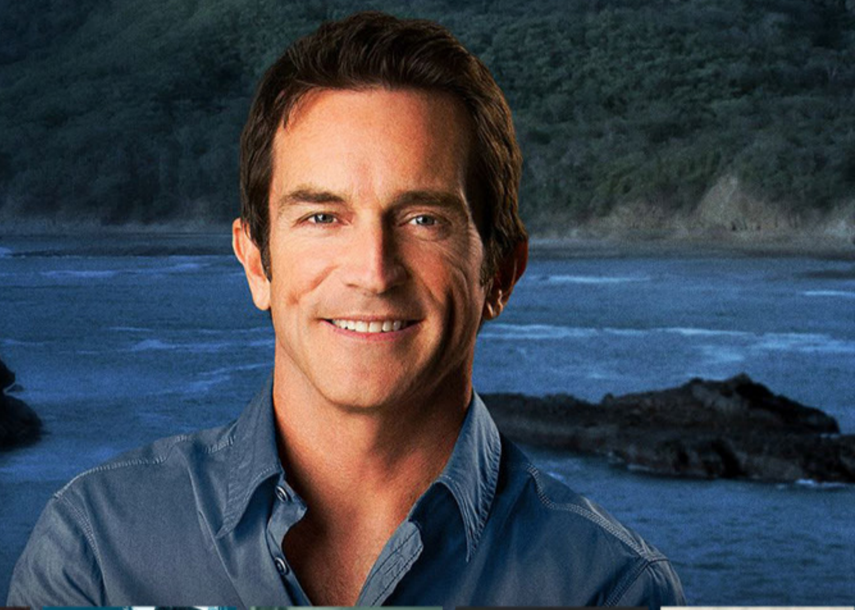

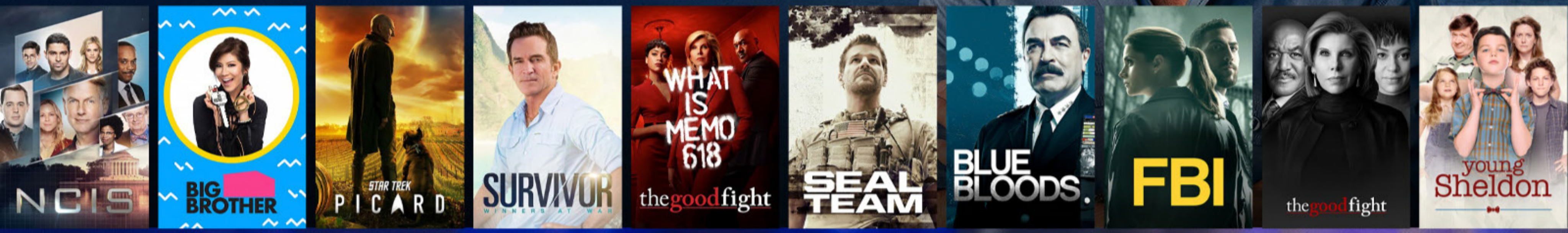
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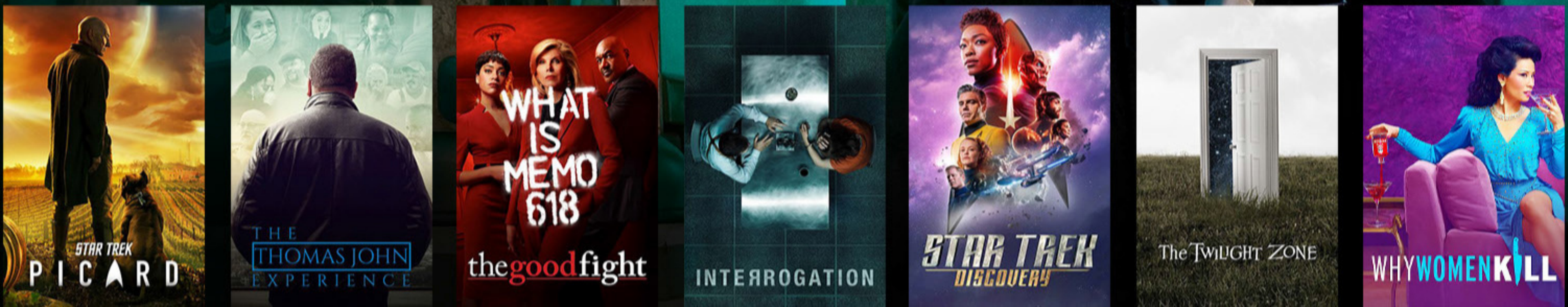
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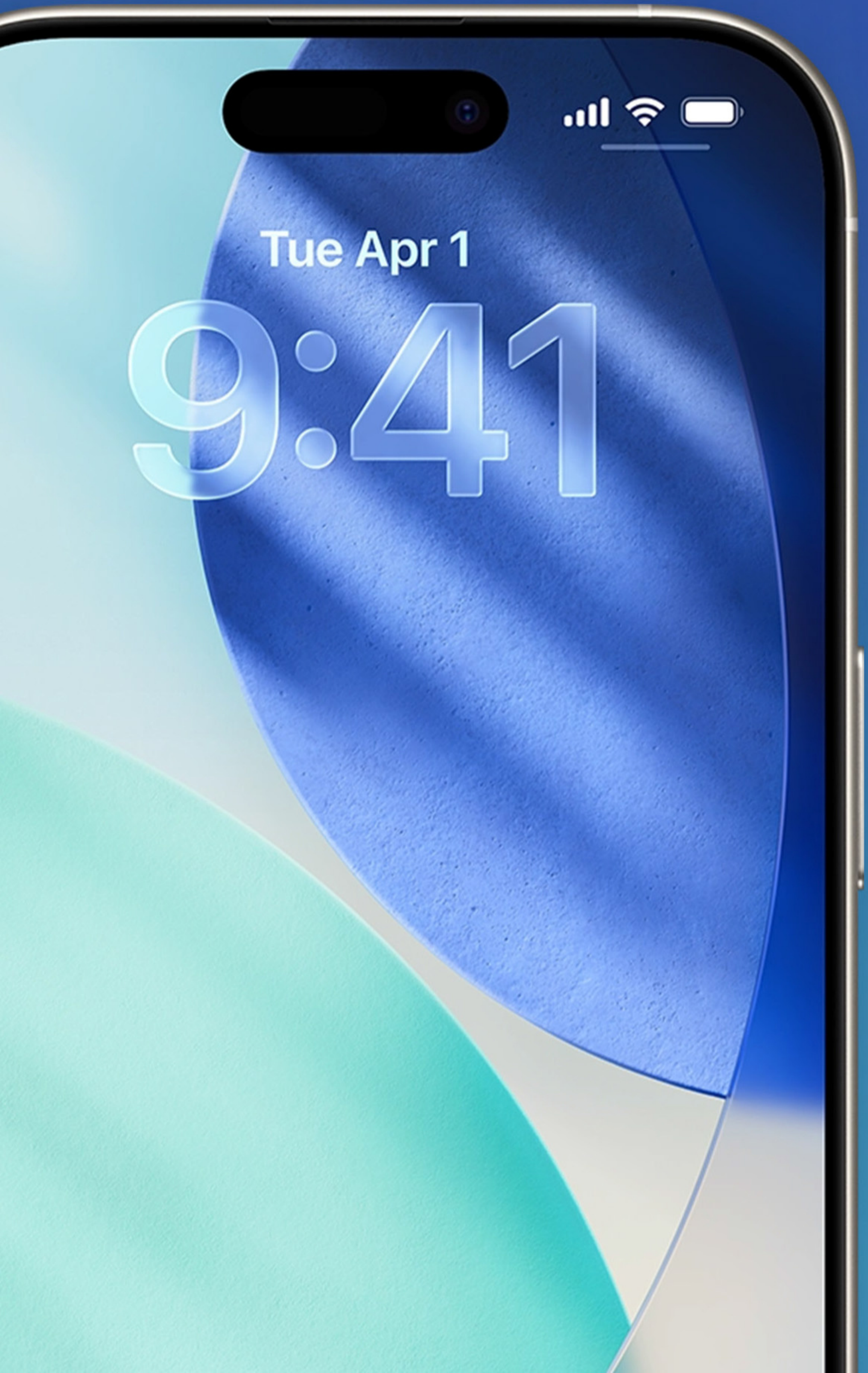
IOS 26 UNVEILS A SLEW OF HIDDEN TOOLS

POWER AND PERFORMANCE TWEAKS

Adaptive Power

iOS 26 brings a smart battery feature that adjusts energy use based on your iPhone habits. It tracks app activity, screen brightness, and other patterns to dial back background processes, extending battery life without manual tweaks. The system runs quietly, making it ideal for power-hungry devices or slimmer models with smaller batteries. You'll notice longer usage without changing your routine, a practical boost for daily life.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Charge Time Estimate

A new battery tool displays how long it'll take to fully charge your iPhone, shown in the Battery settings when plugged in. This clear estimate helps you plan, whether you're rushing out or charging overnight. It's a small addition but saves the guesswork of checking repeatedly, especially when you need your phone ready fast.

Auto-Categorize Reminders

The Reminders app now sorts your to-do lists automatically, grouping tasks by type or priority using built-in intelligence. A grocery list might separate produce from pantry items, or work tasks could split into urgent and low-priority. You can tweak categories in the app, but the default setup streamlines organization, keeping your lists tidy with minimal effort.

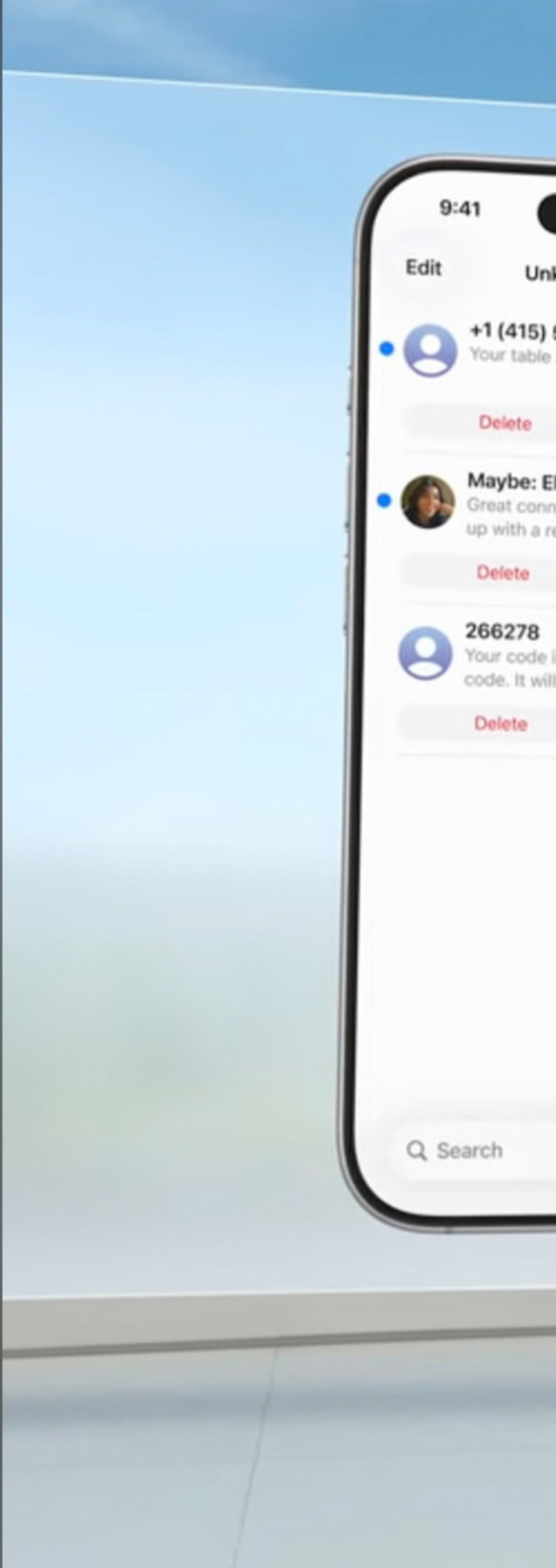
COMMUNICATION AND SAFETY UPGRADES

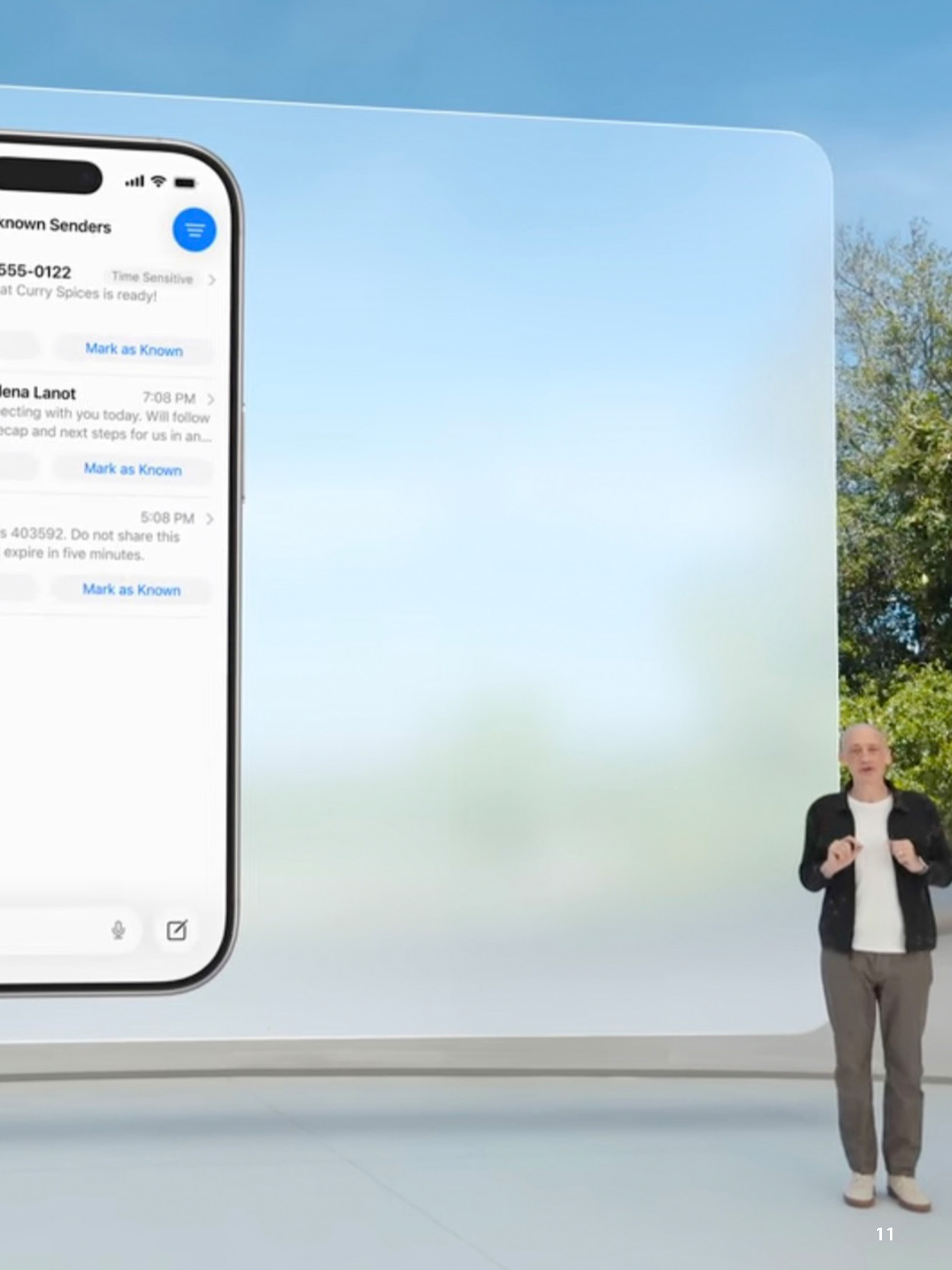
Call Screening

iOS 26 introduces a call screening feature that waits for callers to speak before ringing through, identifying who's on the line. It filters spam or unknown numbers, showing a transcript of the caller's intro, so you can decide to answer or ignore. The tool reduces interruptions and adds a layer of security, especially for frequent robocall targets.

Hold Assist

Hold Assist keeps calls on hold in the background, notifying you when a human picks up, sparing you from endless hold music. It's activated with a tap during calls to supported services, letting you multitask until the line reconnects. The feature

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mimics Google's Pixel phones but fits neatly into iOS, making customer service calls less of a chore.

Block List in Settings

A new Block list in the Settings app centralizes management of blocked contacts, making it easier to handle spammers or unwanted callers. You can add or remove numbers directly, with a Safety Check feature scanning for potential risks, like repeated calls from unknown sources. It's a streamlined way to keep your phone free of nuisances.

Silence SIM Card Focus

A Focus mode option lets you silence one SIM card while keeping another active, perfect for dual-SIM users splitting work and personal lines. You can mute your work number after hours or silence personal calls during meetings, with automation options for schedules. This keeps distractions at bay without juggling multiple devices.

Communication Requests in Screen Time

Screen Time now supports requests for messaging app access, giving parents more control over kids' chats. Children can request permission to use apps like Messages, which parents approve or deny remotely. It's a granular tool to regulate who kids talk to, ensuring safer online interactions.

Add Contact Button in Groups

The Messages app adds a button to quickly save new contacts from group chats. Tapping it pulls details from a group member's profile, adding them to your contacts without manual entry. It's a time-saver for networking or organizing group events, keeping your address book up to date effortlessly.

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PRODUCTIVITY AND ORGANIZATION

Natural Language Search in Messages

Messages now supports natural language search, letting you find texts using everyday phrases like "dinner plans last week" instead of exact keywords. Apple Intelligence powers the feature, scanning chats for context to surface relevant threads. It's a game-changer for digging up old conversations buried in long threads.

Rich Entry Layout in Journal

The Journal app gets a revamped layout for new entries, with a cleaner design for adding text, photos, or voice memos. It organizes prompts and media more intuitively, encouraging daily use. The update makes journaling feel less like a chore, especially for users capturing life's moments regularly.

Password History in Passwords App

The new Passwords app tracks your password history, showing past credentials for apps and websites. This helps avoid reusing old passwords and lets you check changes if a site gets hacked. The feature, common in third-party password managers, brings Apple's app closer to competitors like 1Password.

Manage AutoFill Credit Cards in Wallet

Credit card data for AutoFill now lives in Apple Wallet, not just Settings, for easier management. You can add, edit, or remove cards directly, with AutoFill pulling them for online purchases. It's a small shift but keeps payment info in one secure spot, streamlining checkout processes.

MEDIA AND VISUAL ENHANCEMENTS

Dynamic Music Lock Screen

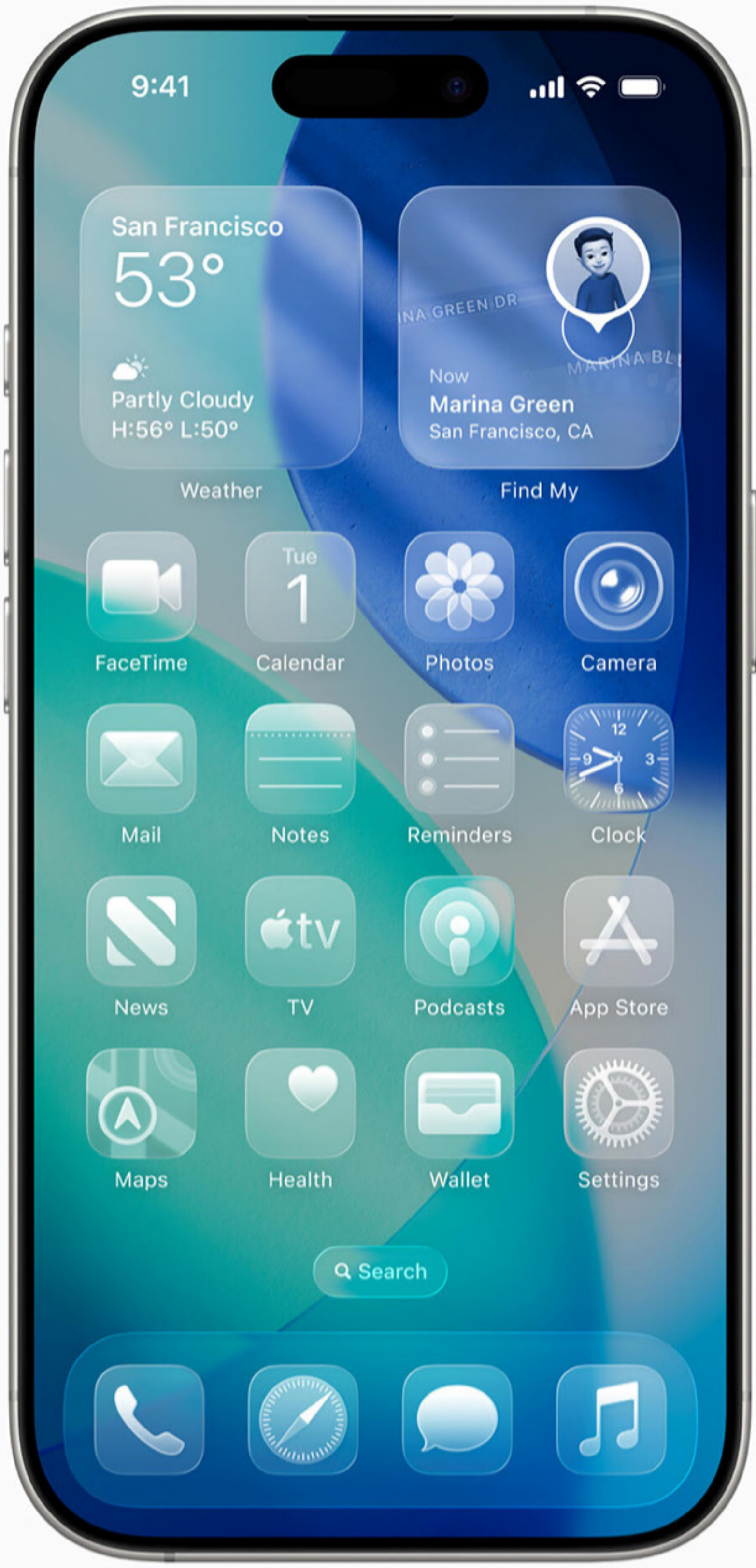
Apple Music turns the iPhone lock screen into a vibrant display during playback, showing animated artwork, translated lyrics, or full-screen album covers. It's a visual treat that makes music feel immersive. Spotify and other apps can use this via a new API, letting them animate the lock screen too.

Events in Photos

The Photos app now organizes pictures into events, grouping shots from trips or gatherings based on time and location. You can browse these collections directly, making it easier to relive memories without scrolling through your library. It's a subtle but helpful way to keep your photos organized.

Lens Cleaning Hint

The Camera app detects dirty lenses, prompting you to clean them for clearer shots. It uses sensors to spot smudges or dust, displaying a quick alert before you snap a photo. This saves you from blurry images, especially when shooting in bright or low-light conditions.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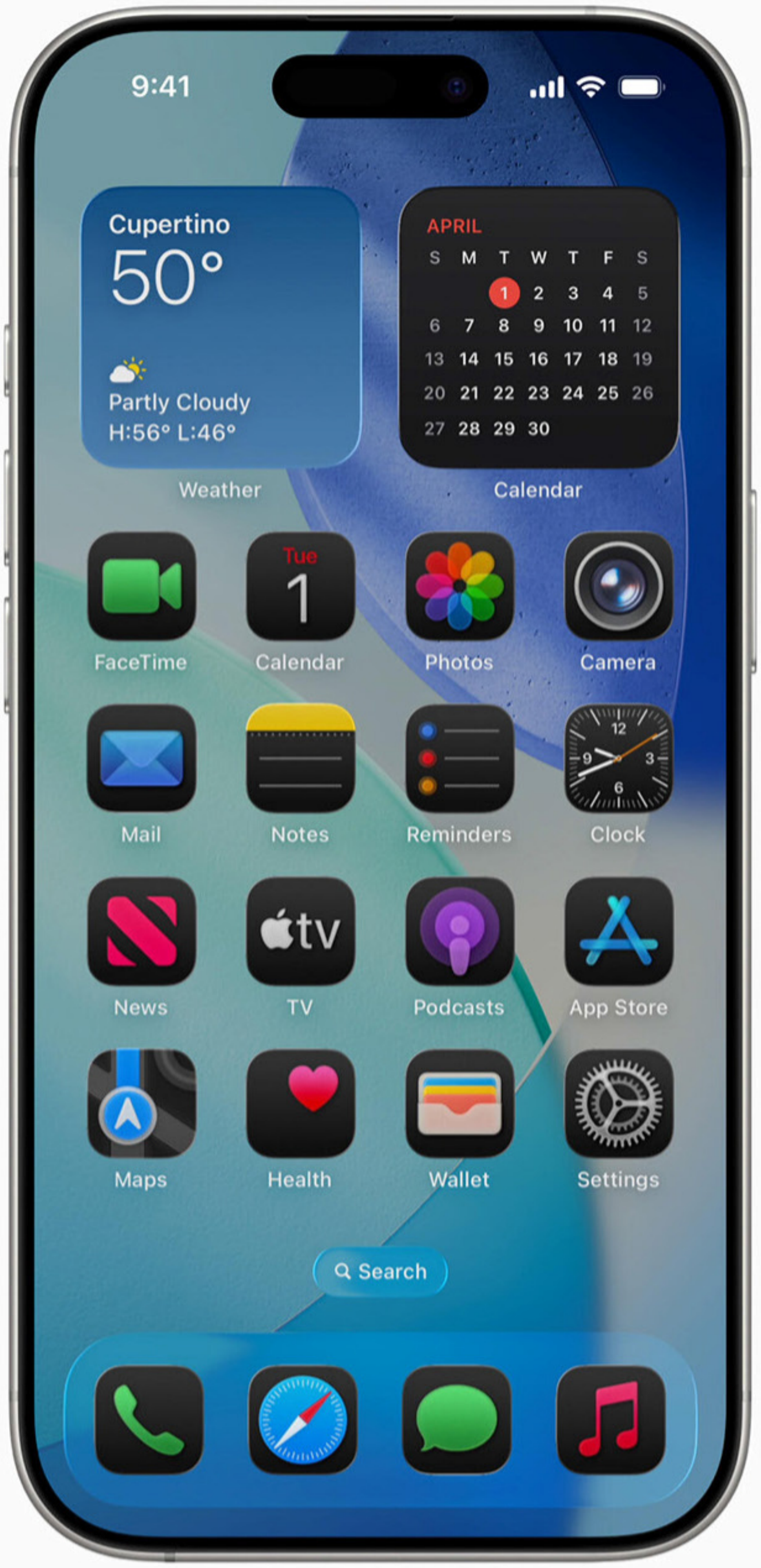
ACCESSIBILITY AND INPUT IMPROVEMENTS

Custom Snooze Length for Alarms

iOS 26 lets you set custom snooze times for alarms, moving beyond the default nine minutes. You can choose shorter or longer intervals in the Clock app, tailoring wake-ups to your routine. It's a small win for anyone who needs just a few extra minutes—or less—to get going.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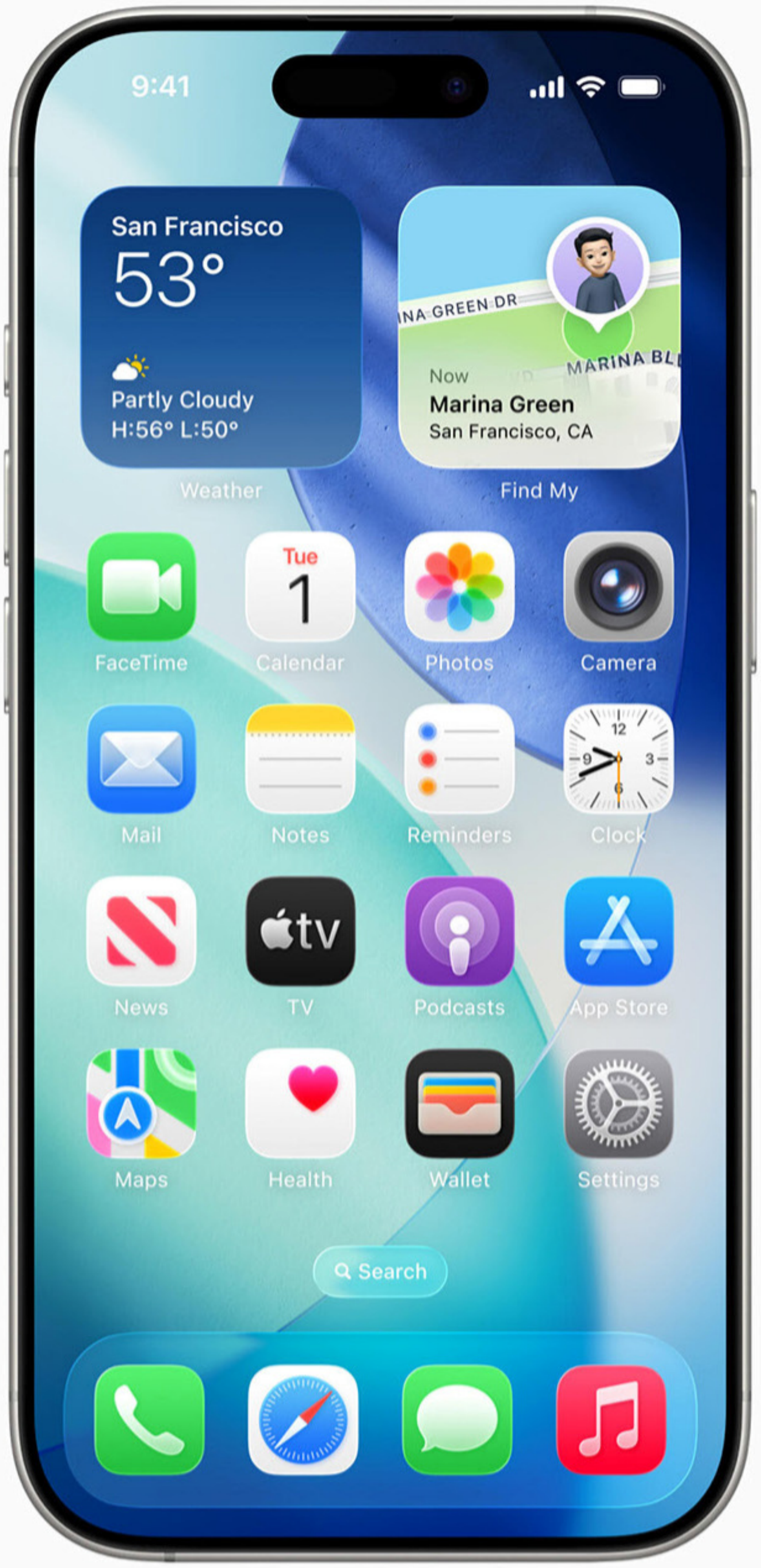
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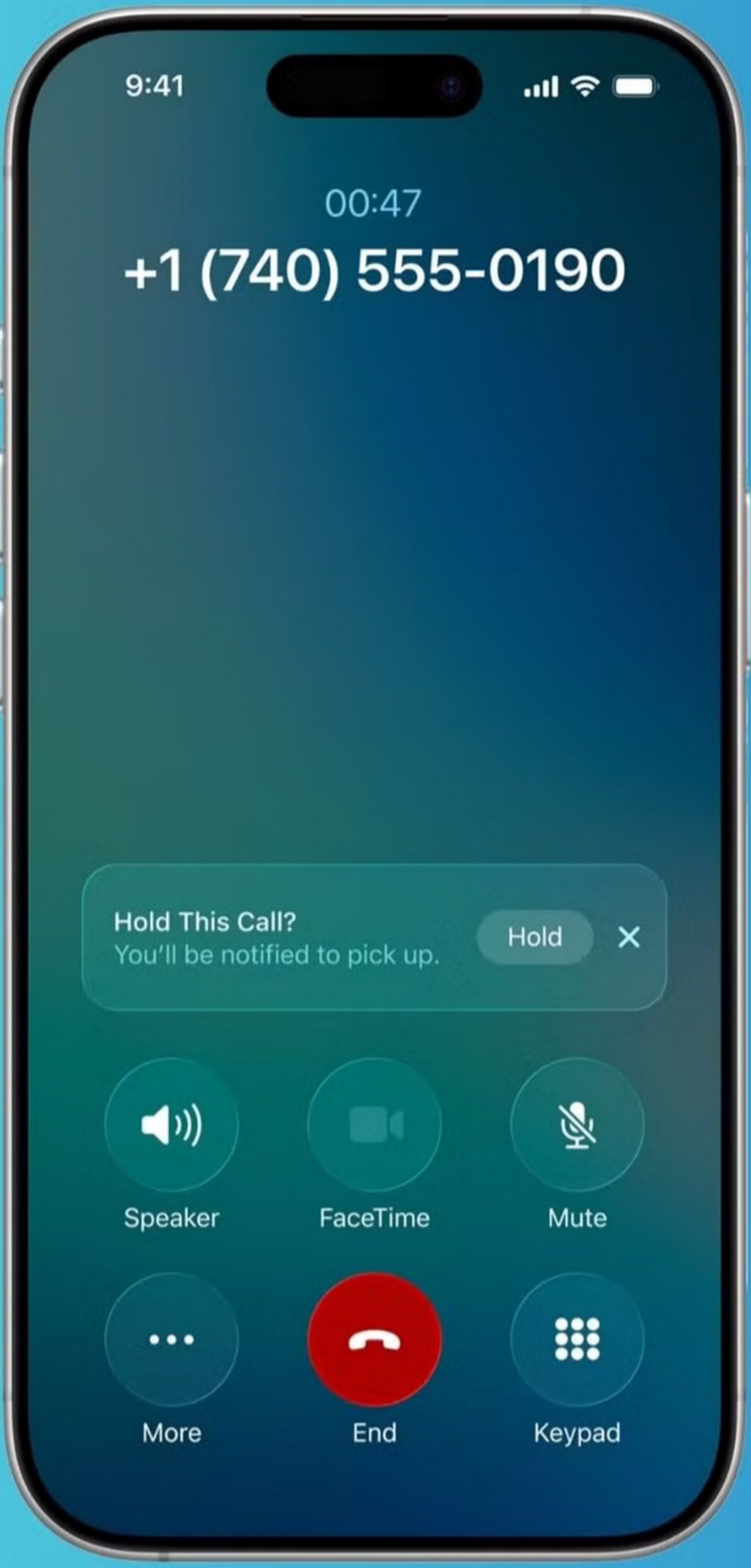
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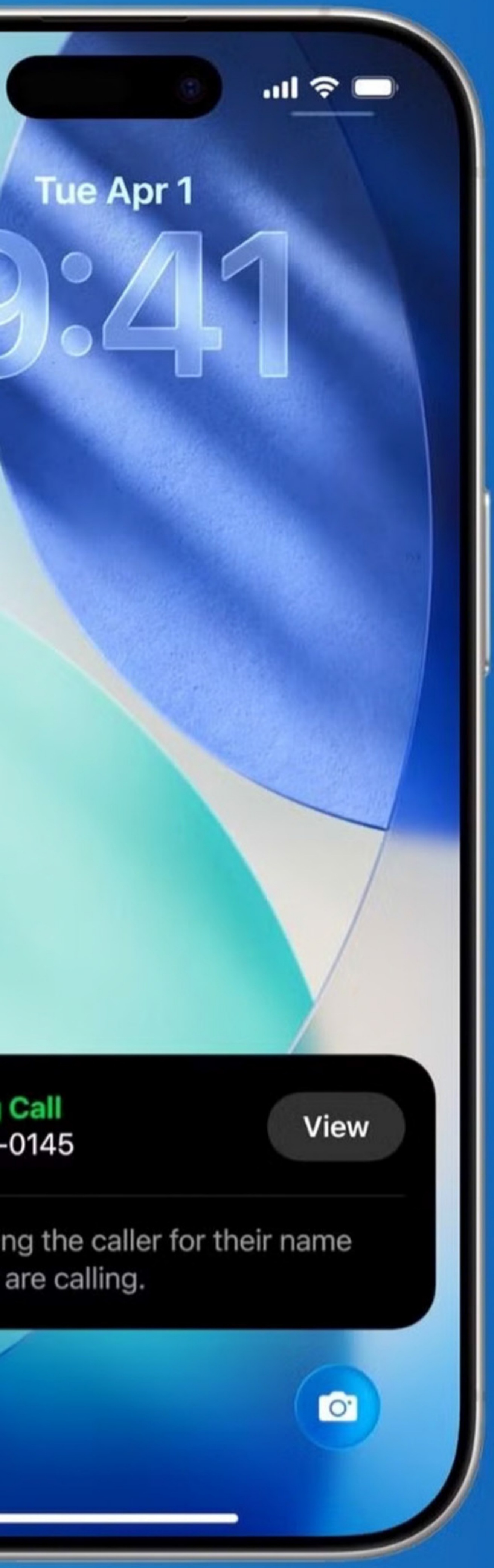

Specify Spelling with Dictation

Dictation now lets you clarify spellings during voice input, reducing typos for names or uncommon words. Saying “Spell it A-B-C” mid-sentence ensures accuracy, making the feature more reliable for emails or notes. It’s a niche but practical tweak for frequent voice typers.

AirPods Automatic Switching with CarPlay

AirPods now switch seamlessly to your iPhone when using CarPlay, ensuring audio routes correctly during drives. The feature detects when you’re in a CarPlay session, prioritizing music or calls through your car’s system. It’s a smooth fix for a common annoyance when hopping between devices.

MORE TOOLS ON THE HORIZON

The Repubblica article highlights 26 iOS 26 features not showcased at WWDC, but only 19 are detailed in available sources.

The remaining seven likely include subtle upgrades like enhanced accessibility options, smarter call screening tweaks, or minor app improvements spotted in beta tests. These tools promise to refine the iPhone experience, adding polish to daily tasks.

As iOS 26 rolls out, expect more details to emerge, revealing the full scope of Apple’s unannounced enhancements.

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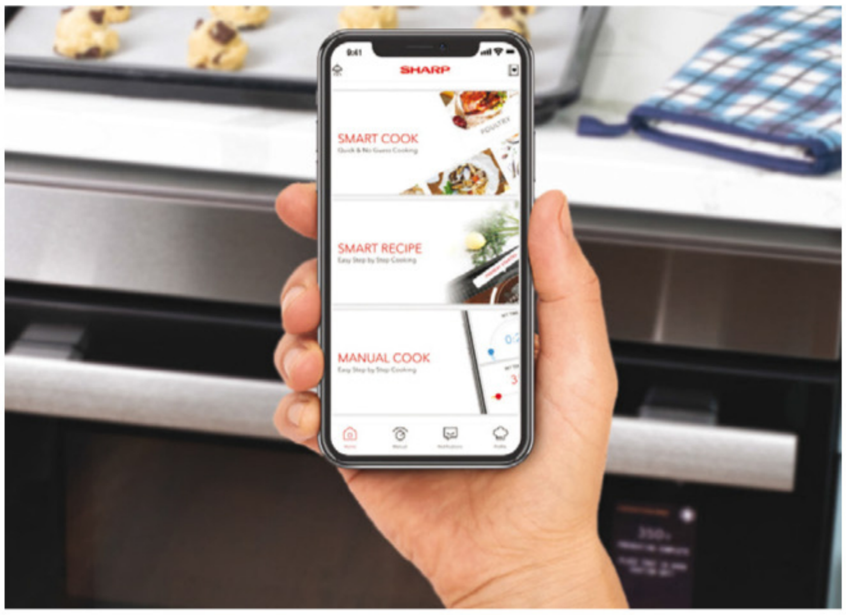

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QUANTUM SIMULATIONS SCALE UP ON SUPERCOMPUTERS

A NEW WAY TO MODEL QUANTUM SYSTEMS

Scientists have developed a parallel algorithm that simulates the behavior of complex quantum systems on supercomputers, tackling a challenge that has long stumped researchers. Known as or-represented quantum algebra, or ORQA, this method efficiently models how groups of quantum particles interact, offering insights into materials science, chemistry, and physics.

Unlike traditional approaches bogged down by computational limits, ORQA splits tasks across thousands of processors, making it possible to study large-scale quantum dynamics.

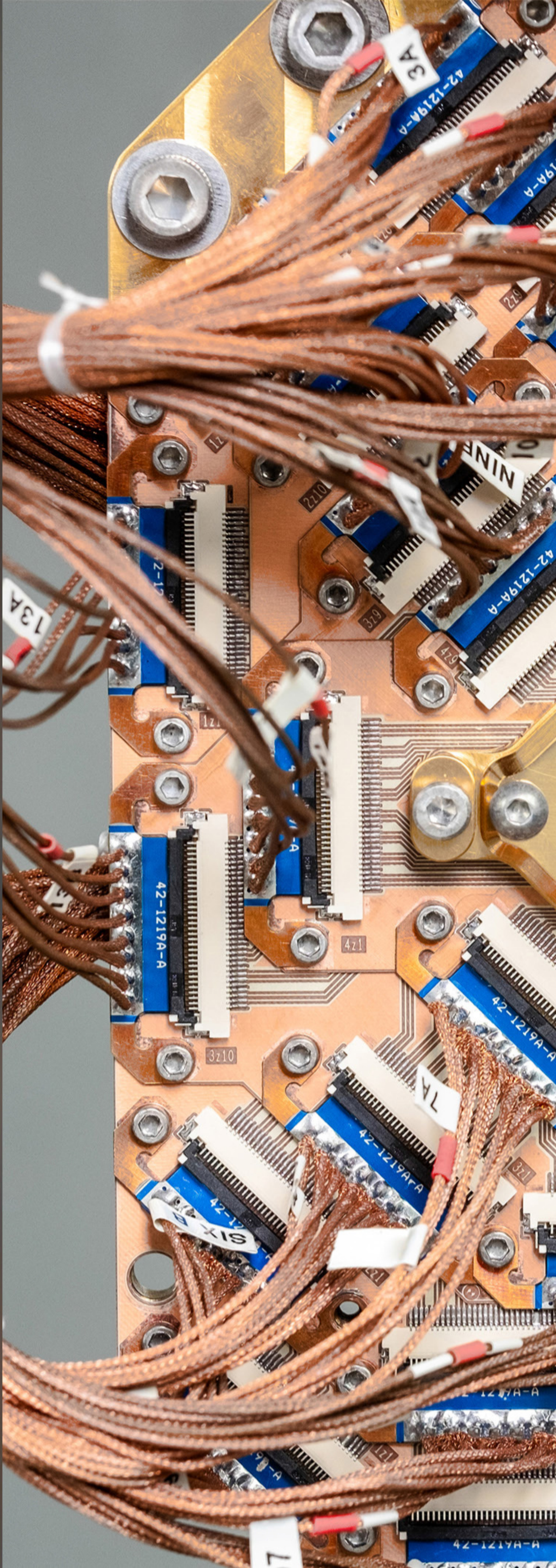
The algorithm focuses on many-body quantum systems, where particles like electrons or qubits influence each other in intricate ways. These interactions create exponential complexity, overwhelming even the fastest classical computers. ORQA sidesteps this by representing quantum states as combinations of simpler operations, called Pauli strings, which describe fundamental quantum properties. This allows supercomputers to handle systems with dozens or even hundreds of qubits, far beyond what was previously feasible.

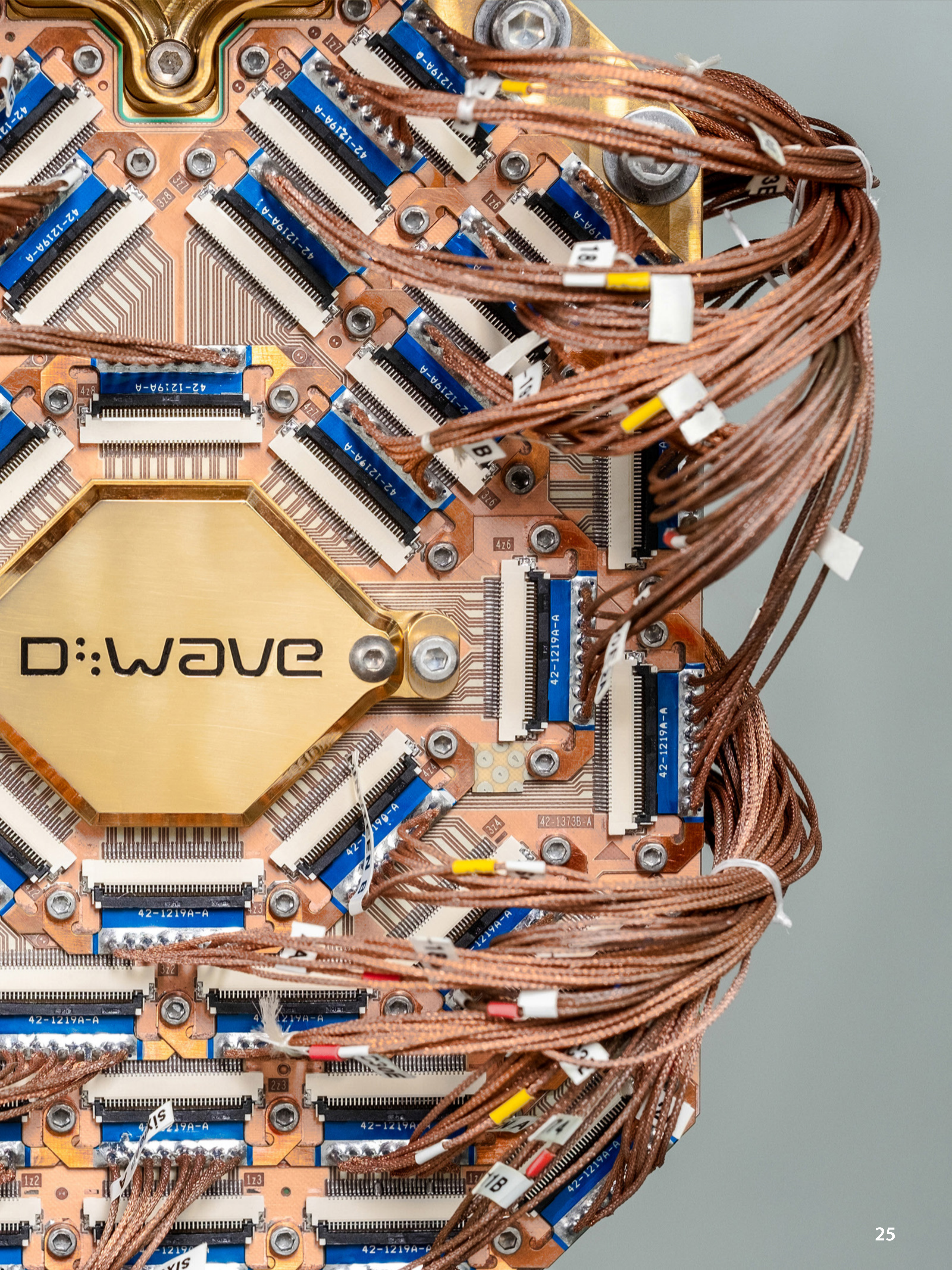
The method was tested on a 127-qubit model, simulating a benchmark problem called the kicked Ising model, which explores chaotic quantum behavior. Running on a supercomputer, ORQA tracked how magnetization evolves over time, using up to a trillion Pauli strings to capture the system's state. The results showed near-linear scaling, meaning the algorithm's performance improves steadily as more processors are added, a key factor for tackling bigger problems.

WHY MANY-BODY PROBLEMS MATTER

Understanding how quantum particles interact is central to modern science. Many-body systems govern everything from the properties of superconductors to the behavior of molecules in chemical reactions. For example, figuring out why certain materials conduct electricity without resistance could lead to breakthroughs in energy transmission. But modeling these systems is tough because each particle's state depends on every other, creating a computational nightmare.

Classical computers struggle here. A system with just 30 qubits requires more memory than most





supercomputers have, as the number of possible states doubles with each added qubit. Techniques like tensor networks or neural network quantum states try to simplify this by focusing on key interactions, but they often fall short for large or highly entangled systems. ORQA takes a different tack, breaking the problem into manageable chunks that can be processed in parallel across a supercomputer's cores.

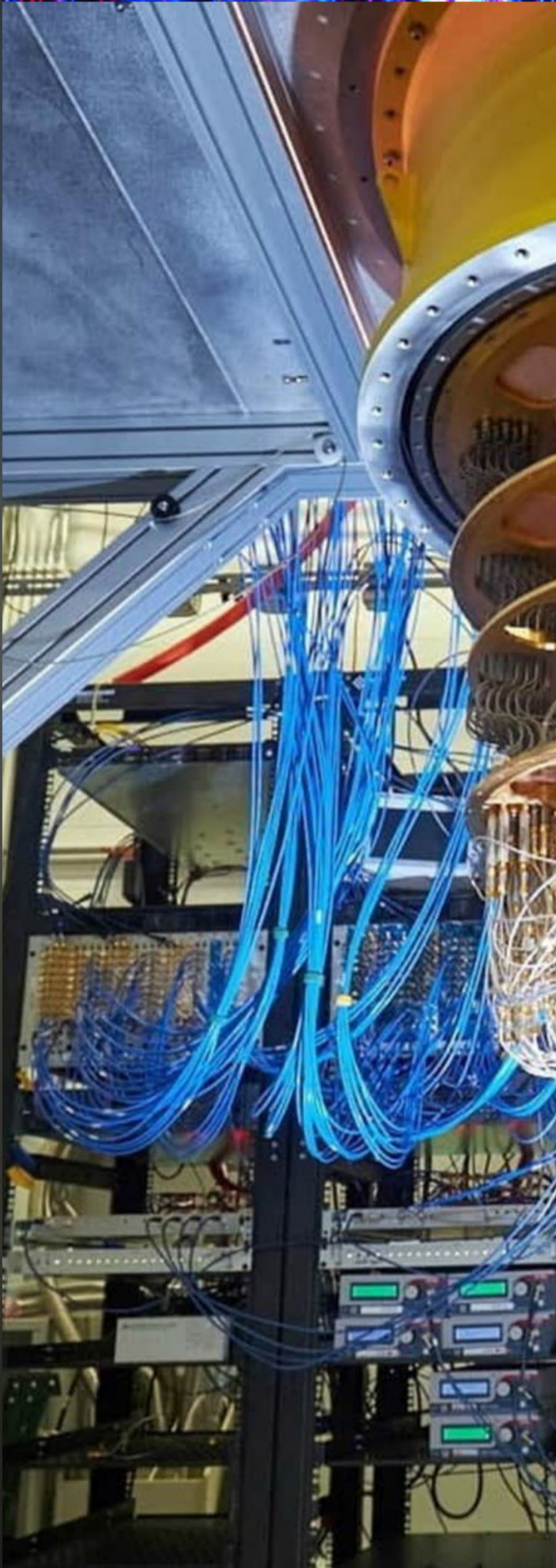
This approach opens doors to studying real-world phenomena.

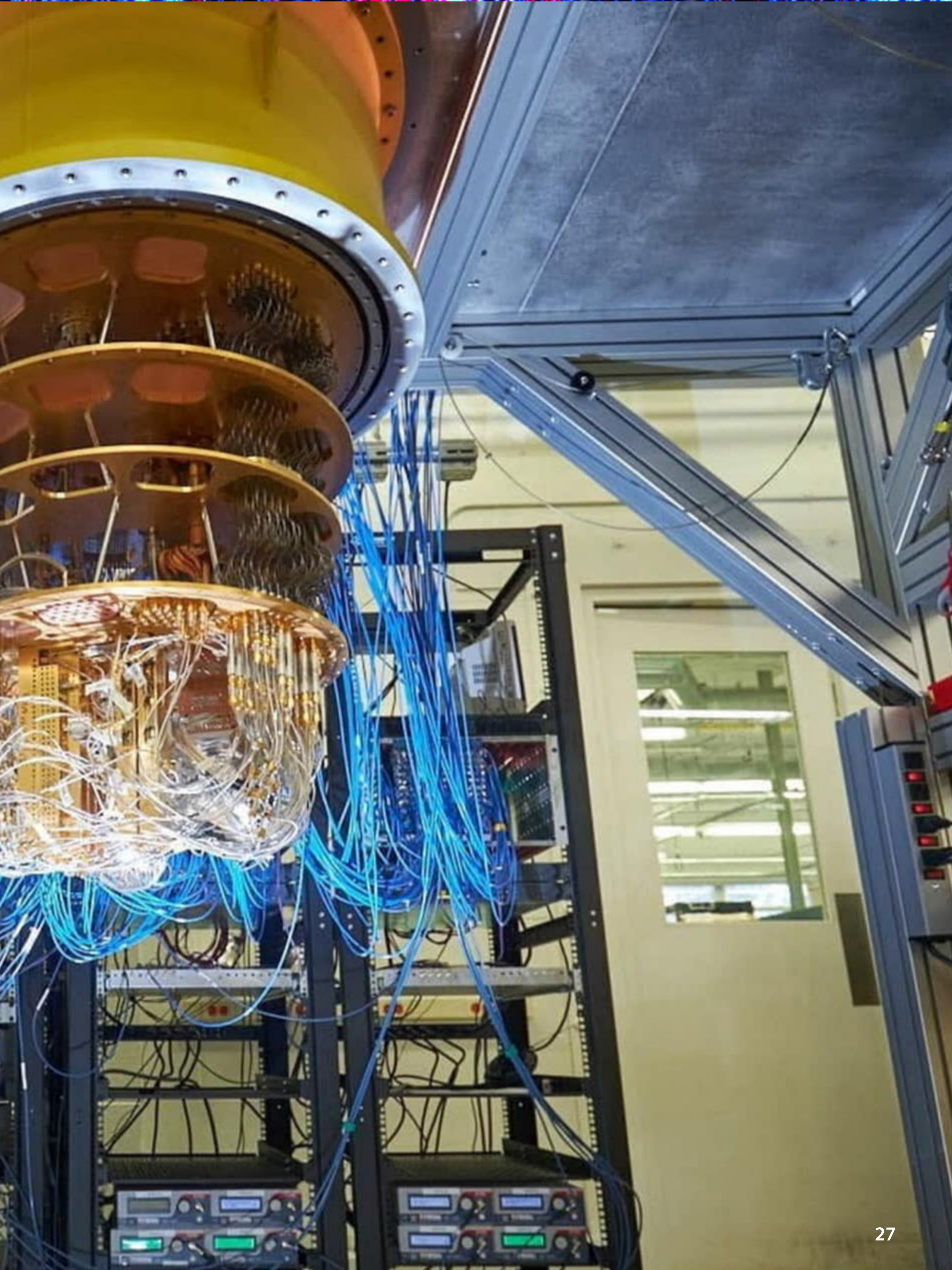
Scientists can explore quantum chaos, where tiny changes lead to unpredictable outcomes, or test theories about exotic materials. By simulating these systems accurately, researchers gain tools to design better batteries, catalysts, or quantum computers, bridging theoretical physics with practical applications.

HOW ORQA WORKS

ORQA's strength lies in its use of Pauli strings, which are mathematical products of basic quantum operations. These strings represent the system's state compactly, allowing the algorithm to track how quantum properties evolve over time. Instead of storing every possible state, ORQA focuses on the most relevant combinations, slashing memory needs while preserving accuracy.

The algorithm divides its work across thousands of processors, each handling a portion of the Pauli strings. A clever communication scheme ensures these processors share data efficiently, keeping overhead low even as the system scales to massive sizes.





This parallel setup mimics how quantum circuits operate, making ORQA a natural fit for studying systems like those built with superconducting qubits, which are common in today's quantum computers.

Testing ORQA on the kicked Ising model showed its knack for handling complexity. The model starts with a single qubit operation and spreads across a 127-qubit lattice, creating a web of interactions. ORQA simulated this spread, measuring local magnetization with precision, even as the system grew chaotic. The algorithm's ability to manage a trillion Pauli strings highlights its potential for large-scale quantum research.

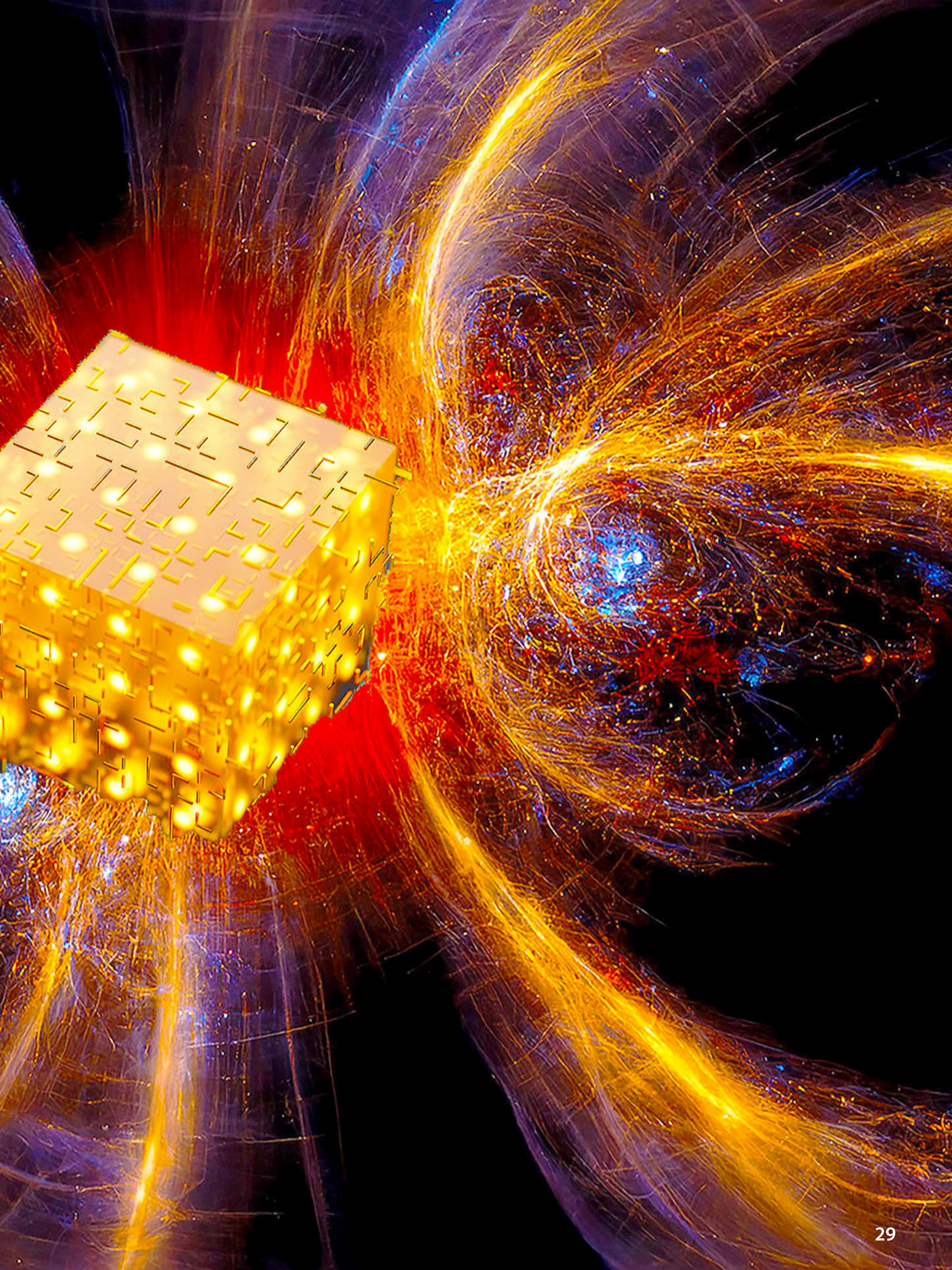
CHALLENGES IN QUANTUM SIMULATION

Simulating many-body quantum dynamics isn't easy, even with ORQA. The sheer number of interactions in large systems demands enormous computational power. Supercomputers must juggle memory, processing speed, and data transfer without slowing down, a balancing act that tests hardware limits.

ORQA's near-linear scaling helps, but doubling the qubits still requires exponentially more resources, pushing the boundaries of current technology.

Accuracy is another hurdle. Simplifying quantum states risks losing critical details, especially in chaotic systems where small errors can snowball. ORQA mitigates this by carefully selecting Pauli strings, but it's not perfect.

Researchers must validate results against smaller, exactly solvable systems to ensure reliability, a process that adds time and complexity.



The algorithm also depends on high-performance computing infrastructure. Running ORQA on a supercomputer with thousands of cores isn't cheap, and access to such machines is limited. This makes it a specialized tool, out of reach for smaller labs.

Scaling ORQA to even larger systems, like those with 200 qubits, will require advances in both hardware and software to keep costs manageable.

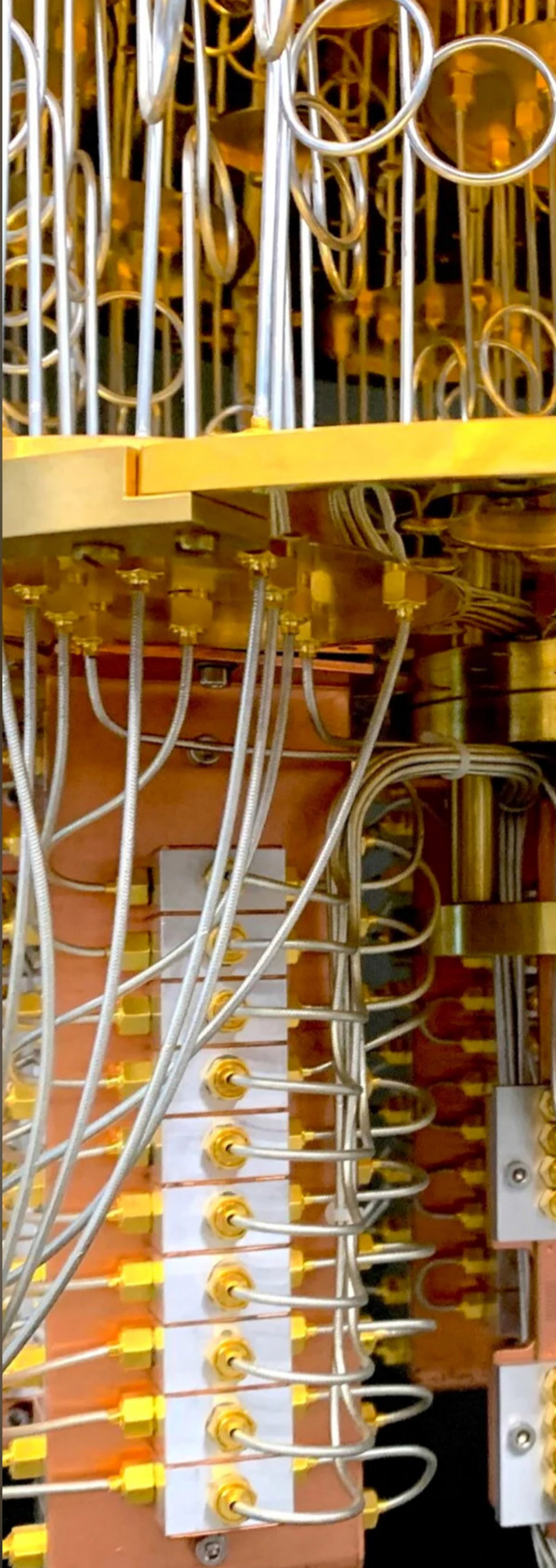
BRIDGING CLASSICAL AND QUANTUM WORLDS

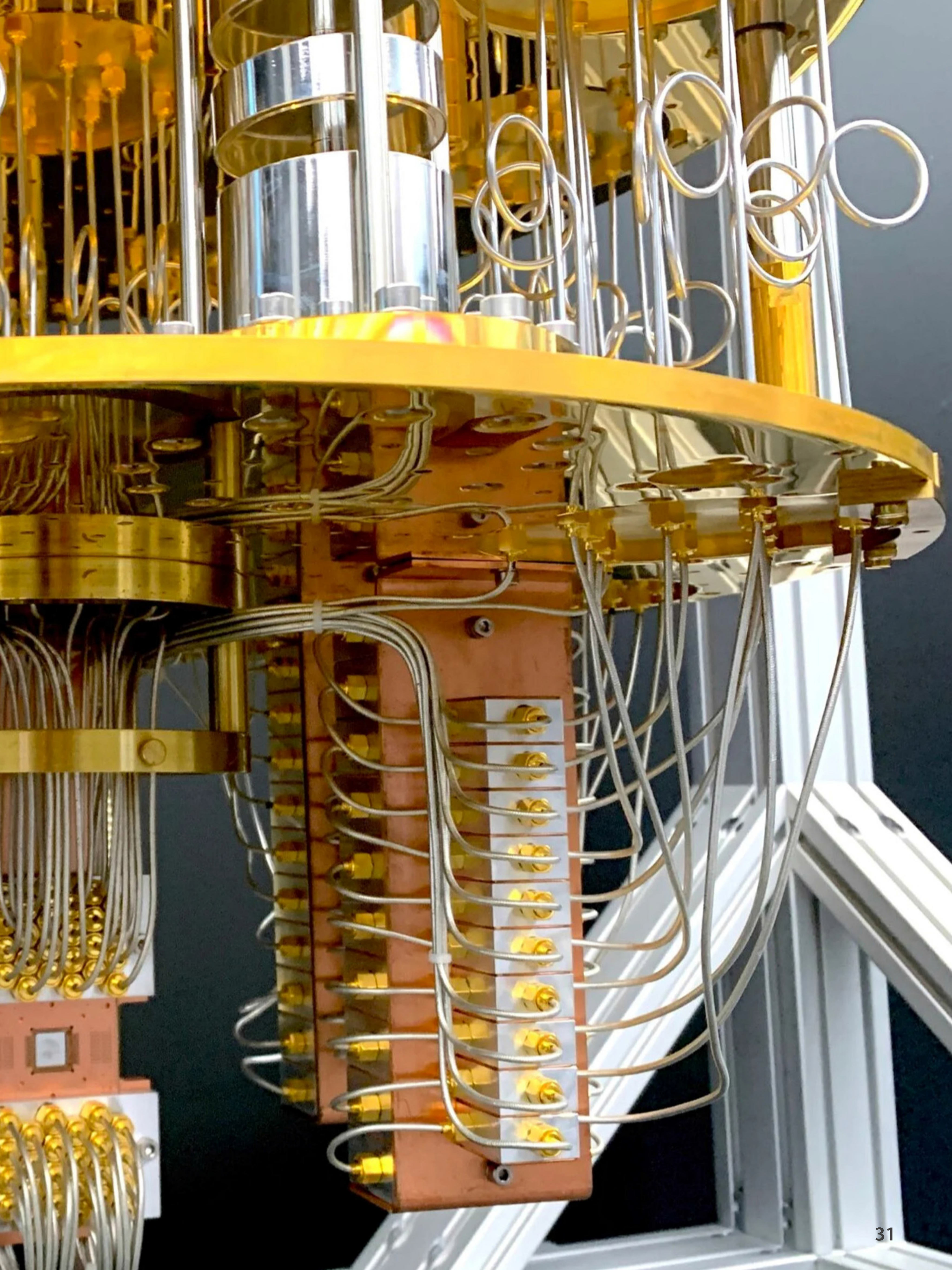
ORQA's real promise lies in connecting classical supercomputers with emerging quantum technology. The algorithm can simulate quantum circuits, like those used in IBM's 127-qubit Eagle processor, offering a way to test and refine quantum designs before building them. This hybrid approach lets researchers explore quantum systems that are too big for today's quantum computers but too complex for classical methods alone.

The method also supports studies of quantum chaos, a field with implications for cryptography and materials science.

By modeling how quantum systems become unpredictable, ORQA helps scientists understand the limits of quantum control, crucial for building stable quantum computers. Its ability to handle large lattices, like the heavy-hexagon structure of IBM's processors, makes it a practical tool for real-world quantum research.

As quantum computers grow, ORQA could guide their development. Simulating many-body dynamics on supercomputers lets





researchers predict how quantum hardware will behave, spotting flaws or opportunities early. This feedback loop could speed up progress toward fault-tolerant quantum machines, capable of solving problems classical computers can't touch.

THE PATH FORWARD

ORQA's success raises big questions. Can it scale to systems with hundreds of qubits without breaking the bank? Will it inspire new algorithms that push supercomputers even further? The answers depend on advances in computing power, memory management, and algorithm design. Researchers are already exploring ways to optimize ORQA, like reducing communication overhead or integrating it with tensor network methods.

The algorithm's impact extends beyond physics. Chemists could use it to model complex molecules, speeding up drug discovery. Engineers might apply it to design quantum sensors or energy-efficient materials. By making many-body simulations more accessible, ORQA lowers the barrier to studying quantum phenomena, inviting more scientists to tackle these challenges.

Supercomputers running ORQA are a testament to human ingenuity, turning abstract quantum math into concrete insights. As the algorithm evolves, it offers a window into the quantum world, revealing patterns and possibilities that could shape technology for decades.

The work is far from done, but the road ahead looks promising, with each simulation bringing the quantum frontier closer.

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APPLE AIMS FOR SPRING 2026 SIRI AI REVAMP

26

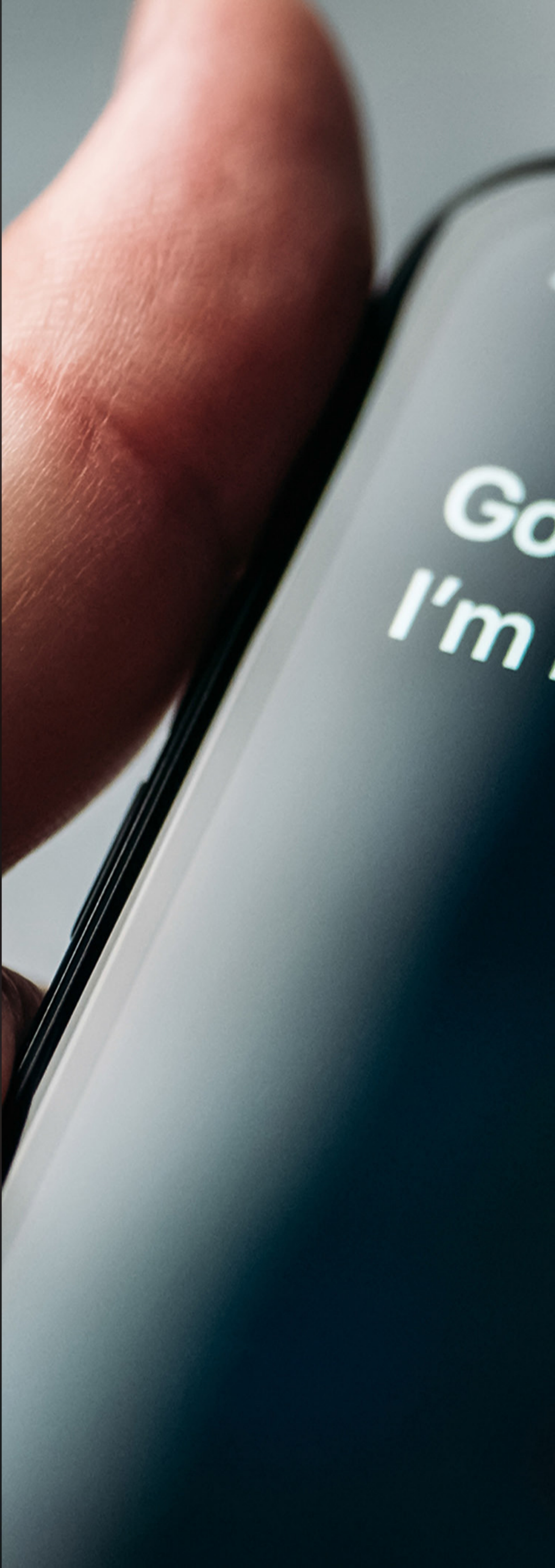
Apple has set its sights on spring 2026 to roll out a major Siri overhaul, planned for the iOS 26.4 software update. Unveiled at the Worldwide Developers Conference in June 2024, the revamped assistant was initially slated to launch with the iPhone 16 but hit repeated snags. The company now targets a smarter Siri that handles complex tasks, taps personal data, and responds to on-screen content, promising a more conversational experience.

Technical challenges caused the delays. Siri's original framework, built for simple commands like setting timers, didn't mesh with a new AI system designed for advanced queries. This mix led to frequent errors during testing, prompting engineers to rebuild Siri's core technology, internally called Siri LLM. Apple's focus on quality, highlighted by software chief Craig Federighi at WWDC25, justified pushing the release nearly two years from its debut.

The spring 2026 goal, likely March or April based on past iOS releases, remains flexible. Apple hasn't confirmed a precise date, only stating the upgrade will arrive within the next year. A preview might emerge with the iPhone 17 in fall 2025 if development stabilizes, but no commitments have been made. The cautious timeline aims to avoid the missteps of past launches, like Apple Maps, which faced criticism for early glitches.

NEW TRICKS FOR SIRI

The revamped Siri will act like a personal assistant, pulling details from emails, calendars, or photos to answer questions or plan tasks. It could check a calendar and suggest a free slot for dinner or answer queries about an



22:55
ahead,
listening...

Si

email displayed on-screen, reducing the need to explain context. This shift makes Siri more intuitive, capable of handling requests that go beyond basic commands.

A feature called App Intents will let Siri control apps with precision. Users might say, "Share this photo with Dad in Messages," and Siri will execute the task across apps, a big jump from its current limits. Developers must integrate their apps with Apple's system for this to work, a process that won't fully ramp up until Siri's beta phase. The goal is a fluid experience across iPhones, iPads, and Macs, minimizing manual app navigation.

Apple is also exploring a chatbot-like app called Knowledge, which could search the open web for real-time answers, similar to Google's Gemini. While Siri focuses on device data, Knowledge might tackle broader queries, though it's still early in development. These capabilities aim to narrow the gap with conversational AI like ChatGPT, which Siri has struggled to rival.

ROADBLOCKS TO RELEASE

The path to spring 2026 has been rocky. Apple originally planned a fall 2024 launch with iOS 18, tied to the iPhone 16's Apple Intelligence push. The hybrid system—old Siri for basic tasks, new AI for complex ones—caused glitches, leading to a complete rebuild of Siri's foundation.

Internal debates slowed progress. Engineers clashed with marketing teams over unrealistic timelines, while ads hyping Siri's AI features, later pulled, sparked user backlash and lawsuits from those expecting iOS 18 to deliver.

The controversy led to a shake-up, with AI head John Giannandrea reassigned, and Federighi and Vision Pro lead Mike Rockwell now overseeing Siri's development.

Privacy added complexity. Unlike competitors relying on cloud processing, Siri emphasizes on-device AI, which taxes iPhone hardware. Refining large language models for this setup proved challenging, with early tests showing inconsistent handling of multi-step requests.

Apple's insistence on a flawless product drove the delay, aiming to deliver a reliable assistant without early stumbles.

RACING AGAINST RIVALS

Apple trails competitors in AI. Google's Gemini and OpenAI's ChatGPT offer natural, context-rich conversations, while Siri's updates—like ChatGPT integration and a new screen glow—have felt underwhelming. Amazon's Alexa, despite its issues, has pushed AI features, leaving Siri playing catch-up. Recent surveys show only a small fraction of users prioritize AI when buying phones, giving Apple some leeway, but tech forums buzz with frustration over Siri's shortcomings.

The delay impacts other projects. A planned smart home hub and AI-powered glasses, dependent on Siri's new capabilities, are also postponed. Apple's broader Apple Intelligence features, like Genmoji and text tools, have launched, but Siri's absence as a flagship AI draws criticism. The muted Siri focus at WWDC signaled ongoing hurdles, with no live demos to showcase progress.

Apple's AI strategy—building its own models while partnering with OpenAI—faces internal scrutiny. Some push for acquiring an AI company to speed up development, but the company remains committed to its proprietary large language model for Siri, prioritizing privacy over cloud reliance. This choice sets Apple apart but raises the stakes for delivering a competitive assistant.

HURDLES TO CLEAR

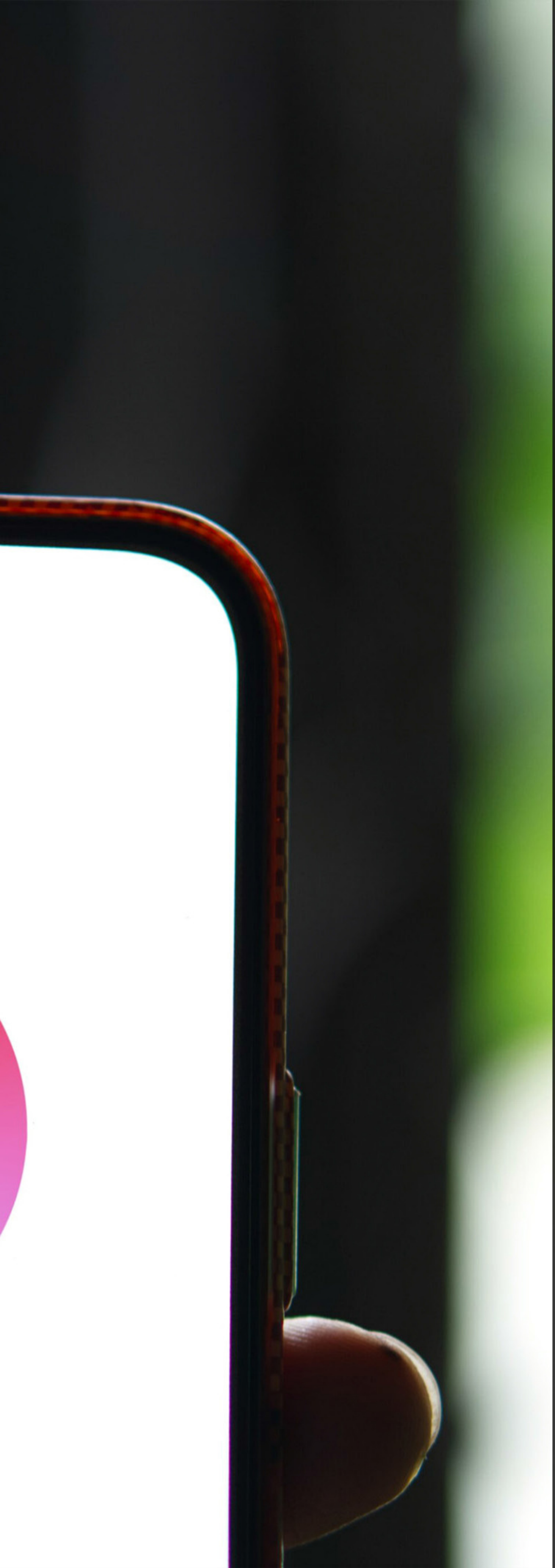
The spring 2026 target hinges on stabilizing development soon. Past iOS .4 releases hit March, but delays could push iOS 26.4 to April or beyond.

Merging Siri's new system with iOS across millions of devices demands precision, and any lingering bugs could derail the timeline. Apple's track record of late feature deliveries adds pressure to get this right.

User skepticism poses a challenge. Early iOS 18 hype, fueled by Siri promises, led to disappointment when features didn't ship, triggering lawsuits. Apple's vague "next year" messaging has frustrated fans, who question if Siri can compete by 2026. Clear communication will be key to managing expectations without revealing too much.

Developers are critical to success. App Intents relies on third-party apps adopting Apple's framework, but testing can't scale until a beta release. If developers hesitate, Siri's app control could fall short, limiting its value. Apple's WWDC outreach aims to rally developers, but the tight timeline leaves little margin for delays.

Siri



SIRI'S FUTURE ROLE

Siri's upgrade could change how users interact with their devices, handling tasks from scheduling to web browsing with ease. The Knowledge app, if developed, might broaden Siri's scope, answering questions beyond device data. Apple's on-device AI focus offers a privacy edge, but the technical demands require time to perfect.

The spring 2026 goal tests Apple's ability to deliver a polished product under pressure. Federighi's confidence in the new system suggests progress, but execution is everything. A successful Siri could strengthen Apple's AI standing, proving it can innovate at its own pace.

Competitors continue to advance, making the wait risky. A year in AI brings rapid change, and Apple must ensure Siri feels fresh, not outdated, when it arrives.

The company's focus on a unified, reliable assistant offers a chance to win back users tired of Siri's limits, setting the stage for a smarter iPhone experience.

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NON-AI COMPANIES BUILD THEIR OWN CHATBOTS

AI
$

WHY COMPANIES WANT BOTS

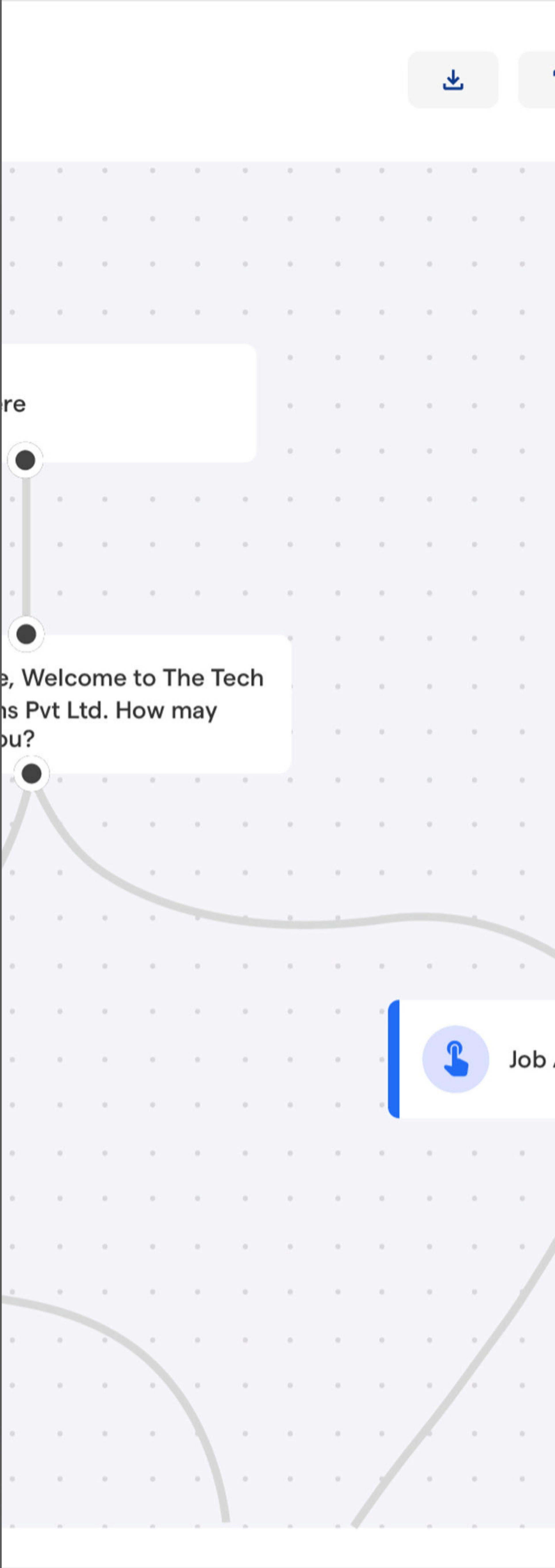
Businesses outside the AI sector are increasingly creating their own chatbots to handle customer queries, streamline operations, and cut costs. Retailers, banks, airlines, and nonprofits, traditionally focused on their core services rather than tech, see these tools as a way to stay competitive. Chatbots can answer common questions, guide users through purchases, or collect feedback, freeing up staff for more complex tasks.

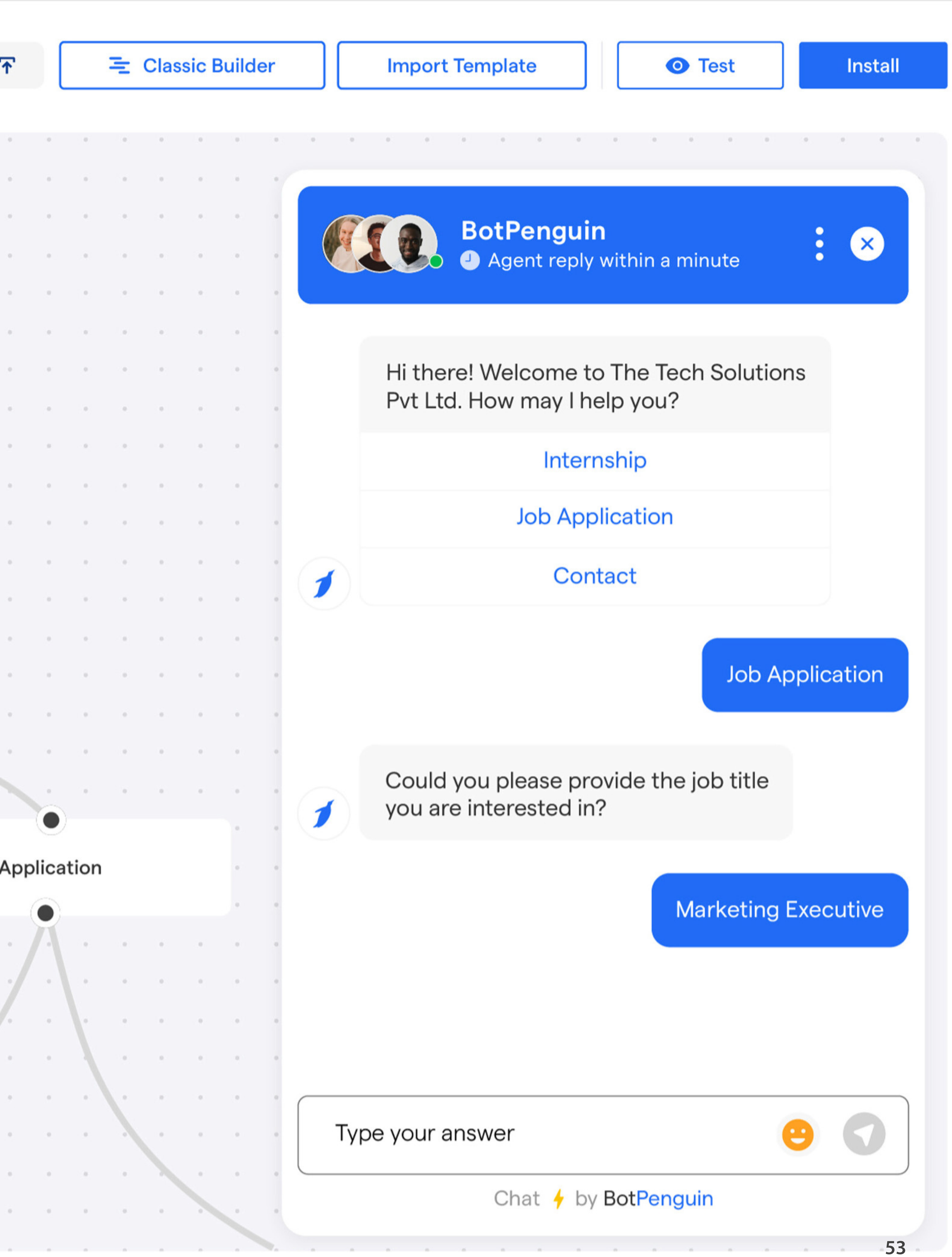
The push comes from customer expectations. Shoppers want instant responses, whether browsing a website or checking a flight status. Human agents can't always keep up, especially during peak times. A chatbot, even a basic one, can manage multiple conversations at once, offering 24/7 support without hiring extra help. This is especially appealing for companies with tight budgets or seasonal spikes in demand.

Many non-AI firms lack the expertise to build advanced AI systems but can use existing platforms to create simpler bots. These tools don't require deep tech knowledge, making them accessible to businesses with limited resources. The result is a growing number of custom chatbots tailored to specific needs, from booking hotel rooms to processing insurance claims.

TOOLS MAKING IT POSSIBLE

Chatbot development platforms have democratized bot-building, enabling companies without AI expertise to jump in. Platforms like WotNot, Landbot, and Appy Pie offer no-code or low-code interfaces, letting non-tech teams




Classic Builder
Import Template
Test
Install
Application
BotPenguin
Agent reply within a minute

Hi there! Welcome to The Tech Solutions Pvt Ltd. How may I help you?

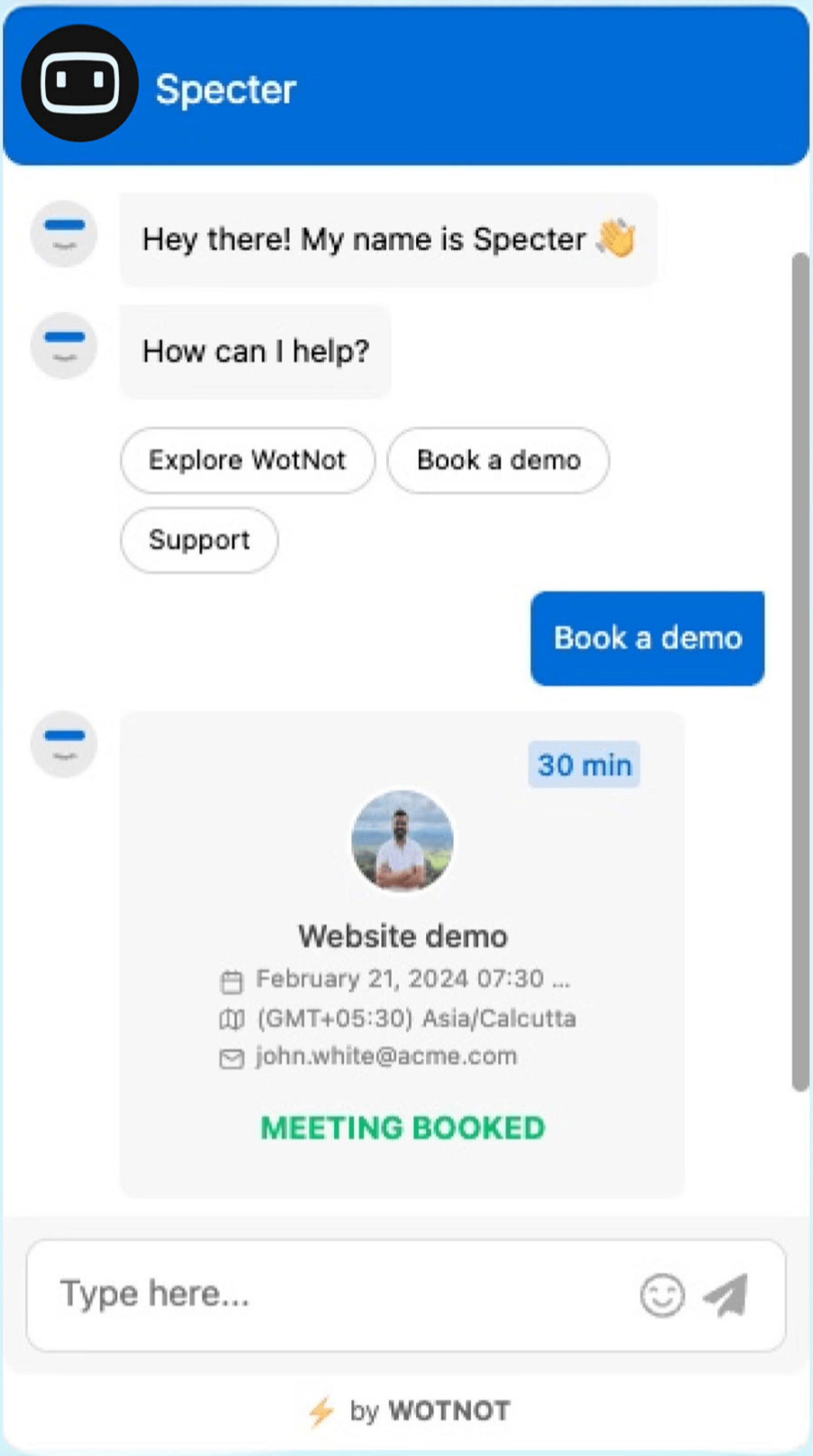
Internship
Job Application
Contact

Job Application

Could you please provide the job title you are interested in?

Marketing Executive

Type your answer
Chat by BotPenguin



Specter

Hey there! My name is Specter 👋

How can I help?

Explore WotNot
Book a demo
Support

Book a demo

30 min

Website demo

February 21, 2024 07:30 ...

(GMT+05:30) Asia/Calcutta

john.white@acme.com

MEETING BOOKED

Type here...
by WOTNOT

design bots using drag-and-drop tools or templates. A small retailer can set up a bot to handle order tracking in hours, not months.

These platforms provide pre-built flows for common tasks, like answering FAQs or collecting leads. Businesses can customize them with brand-specific language or integrate them with existing systems, such as Shopify for e-commerce or Salesforce for customer data.

The simplicity appeals to firms that want quick results without hiring specialized developers.

Some platforms also include basic natural language processing, allowing bots to understand varied user inputs, like "Where's my package?" or "Track my order."

While not as sophisticated as AI-driven systems, these features are enough for routine interactions. Larger companies might use platforms like Dialogflow or Amazon Lex, which offer more advanced capabilities but still don't demand in-house AI expertise.

REAL-WORLD EXAMPLES

Several non-AI companies have embraced chatbot development with notable results. Expedia, a travel booking platform, uses a bot to guide users through planning trips, suggesting flights, hotels, and activities conversationally. The bot creates smart lists based on user preferences, simplifying vacation planning without needing human agents.

Unilever, a consumer goods giant, developed a chatbot for its PG Tips tea brand to raise awareness and fundraise for Red Nose Day. The Monkey bot, built with agency Ubisend, engages users with jokes and donation prompts, blending marketing with social impact.

It responds accurately to user inputs, showing how even non-tech firms can create engaging experiences.

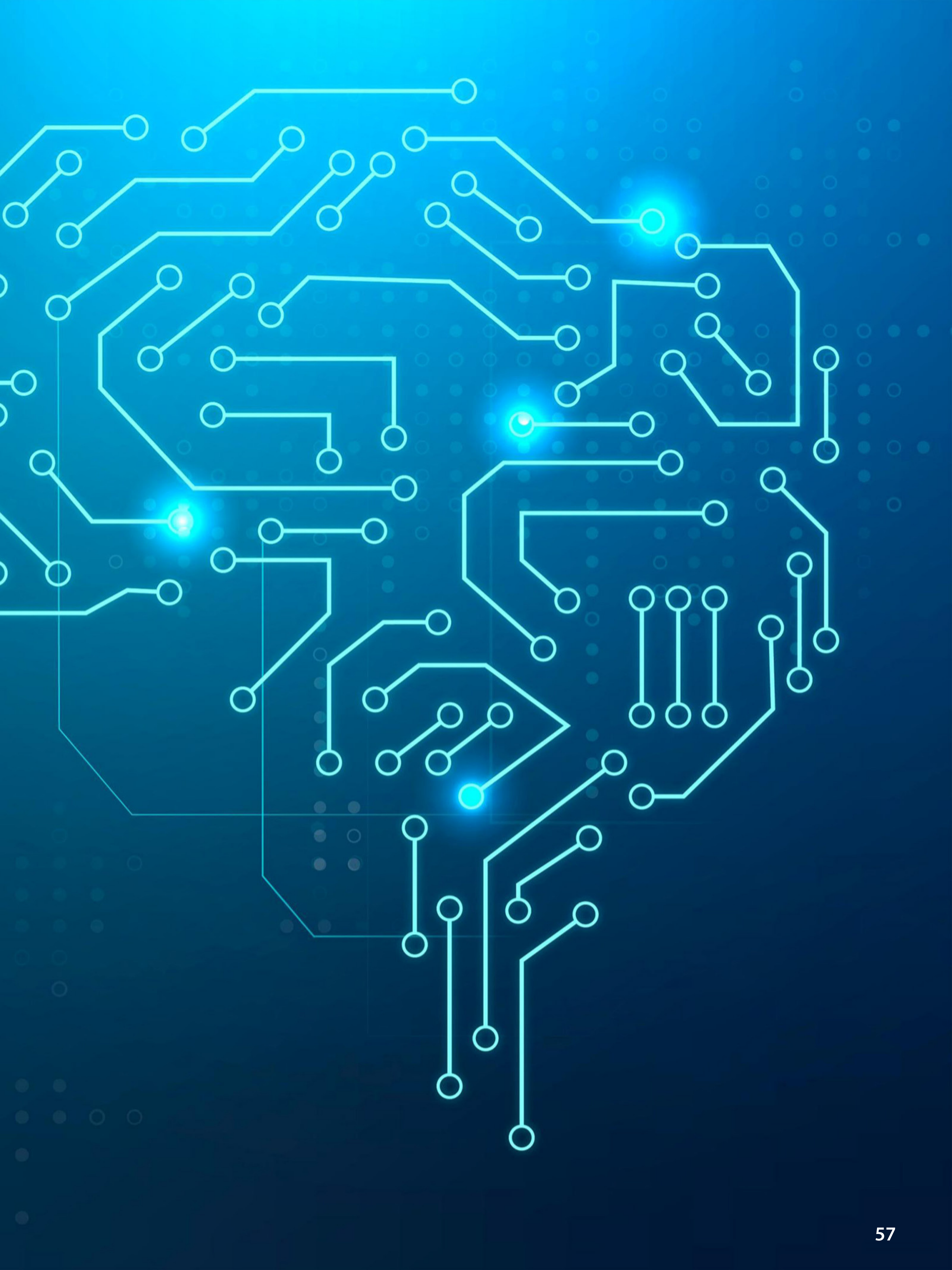
UNICEF's U-Report bot, used in developing nations, collects feedback on social issues via polls. It doesn't rely on advanced AI but gathers large-scale data to inform policy recommendations, like addressing teacher misconduct in Liberia. These examples show how non-AI companies use bots for diverse goals, from customer engagement to global advocacy.

CHALLENGES IN BUILDING BOTS

Creating chatbots isn't without hurdles, even with user-friendly platforms. Non-AI companies often struggle with designing conversational flows that feel natural. A poorly designed bot can frustrate users, sending them to human agents or worse, competitors. Retailers, for instance, might underestimate the effort needed to anticipate customer questions, leading to clunky interactions.

Integration with existing systems poses another issue. Banks or airlines with legacy software may find it tough to connect bots to their databases, limiting functionality. A bot that can't access real-time flight data or account details is less useful, requiring costly middleware or custom coding that stretches budgets.

Legal and privacy concerns also loom large. A Home Depot lawsuit in California alleged that its call center bot, powered by Google's tech, violated privacy laws by recording customer



calls without clear consent. Another case saw Air Canada ordered to honor a chatbot's incorrect fare policy, highlighting the risk of bots misrepresenting company rules. These incidents push companies to add disclaimers and audit their bot practices.

FUTURE POSSIBILITIES

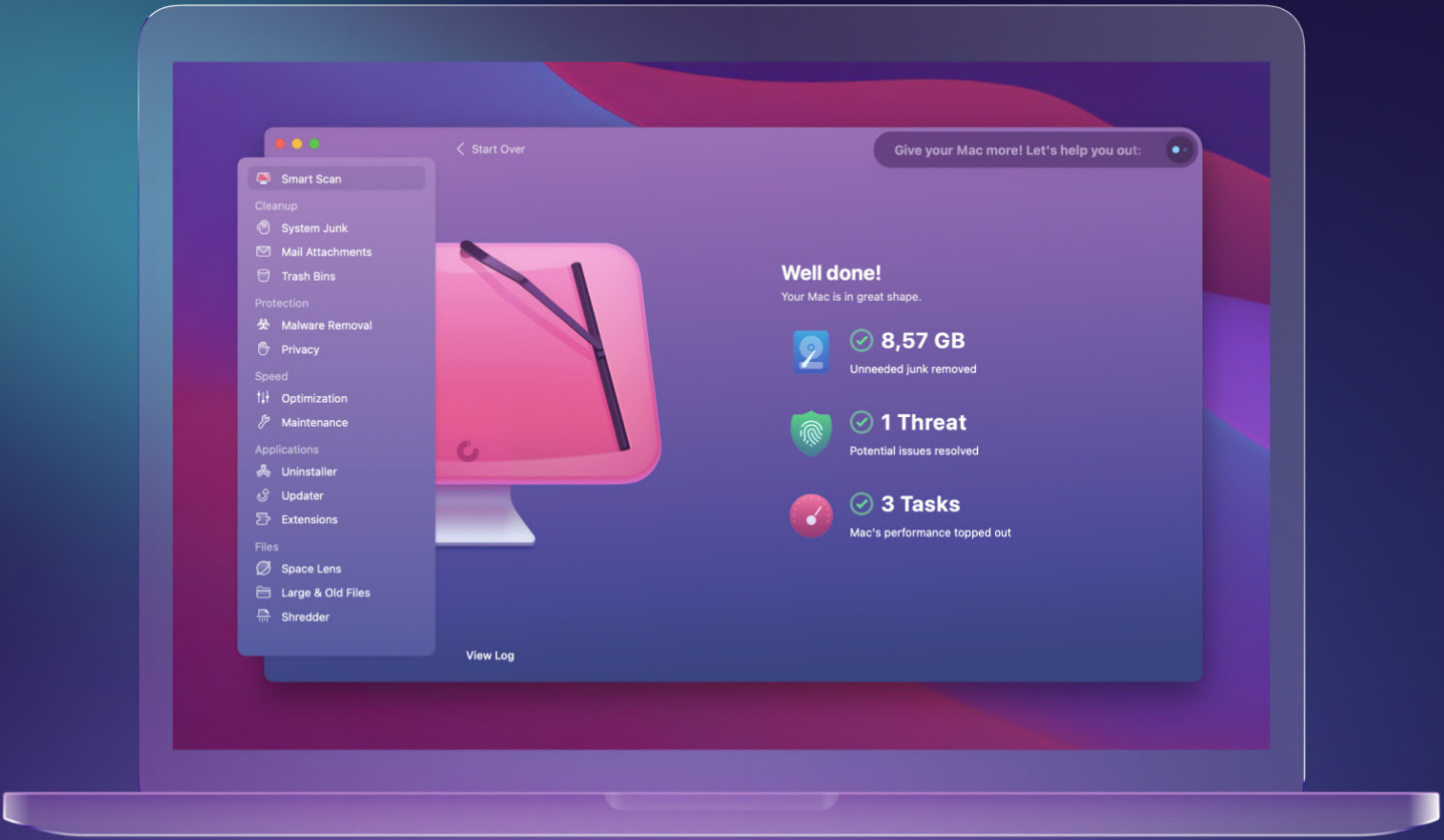
Non-AI companies building chatbots open new doors for efficiency and engagement. Small businesses can compete with larger rivals by offering instant support, while nonprofits can scale outreach without ballooning costs. As platforms improve, bots may handle more complex tasks, like negotiating returns or personalizing offers based on purchase history.

The trend also sparks innovation. Companies that master chatbot development might license their bots to others, creating new revenue streams. A retailer with a top-notch customer service bot could sell it to peers in different sectors, turning a cost-saving tool into a profit driver.

This shift could blur lines between tech and non-tech firms, as operational expertise fuels digital solutions.

Yet, the limits of non-AI expertise persist. Bots built on basic platforms may struggle with nuanced conversations or unexpected inputs, risking user frustration. Companies must decide when to invest in advanced AI or stick with simpler tools, balancing cost against capability.

The choices they make will shape how chatbots evolve across industries, from corner stores to global brands.


Start Over
Give your Mac more! Let's help you out:
Smart Scan
Cleanup
System Junk
Mail Attachments
Trash Bins
Protection
Malware Removal
Privacy
Speed
Optimization
Maintenance
Applications
Uninstaller
Updater
Extensions
Files
Space Lens
Large & Old Files
Shredder
View Log

Well done!

Your Mac is in great shape.

8,57 GB
Unneeded junk removed

1 Threat
Potential issues resolved

3 Tasks
Mac's performance topped out

CleanMyMac X

Your Mac.
As good as new.

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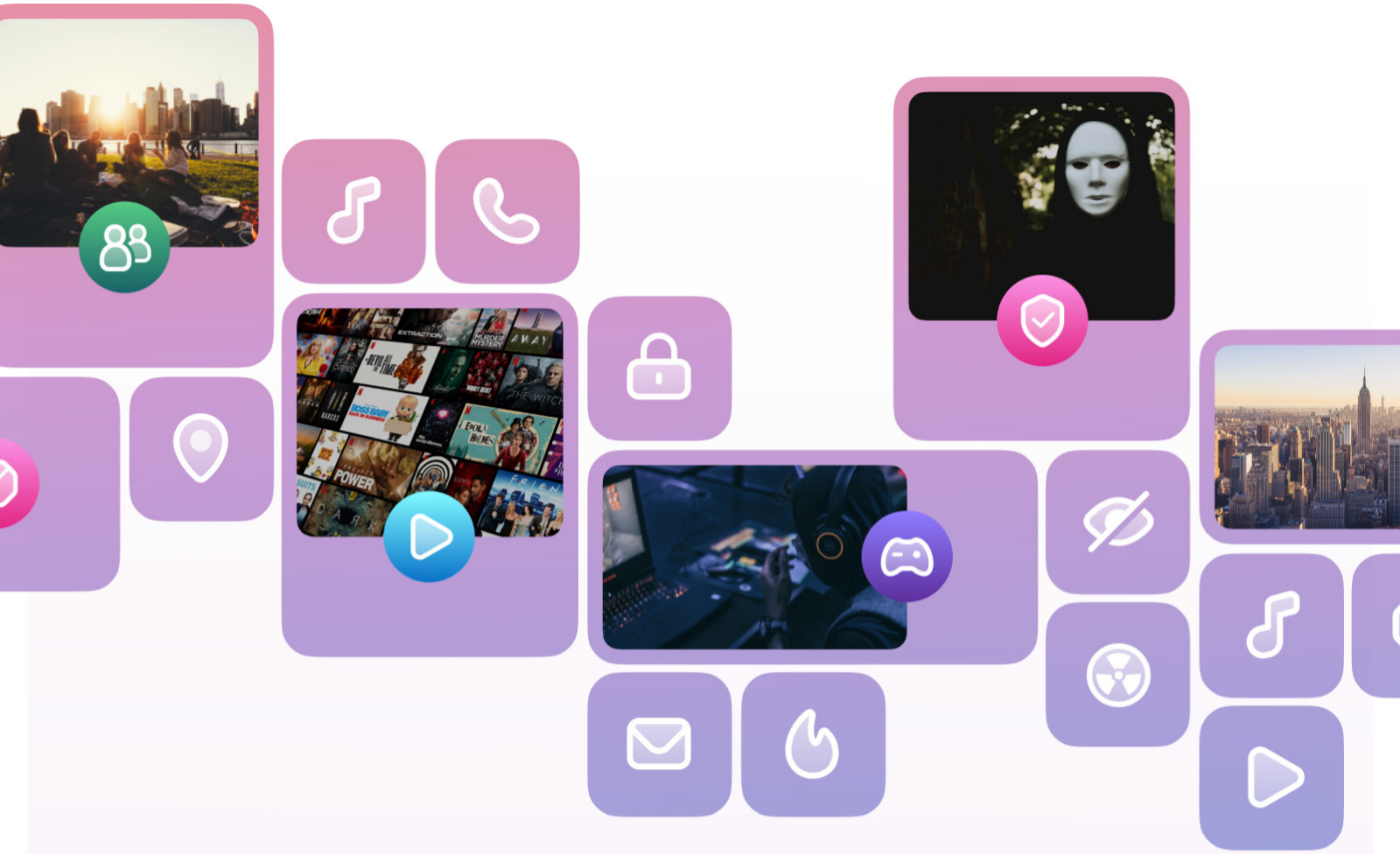

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Erica Souza
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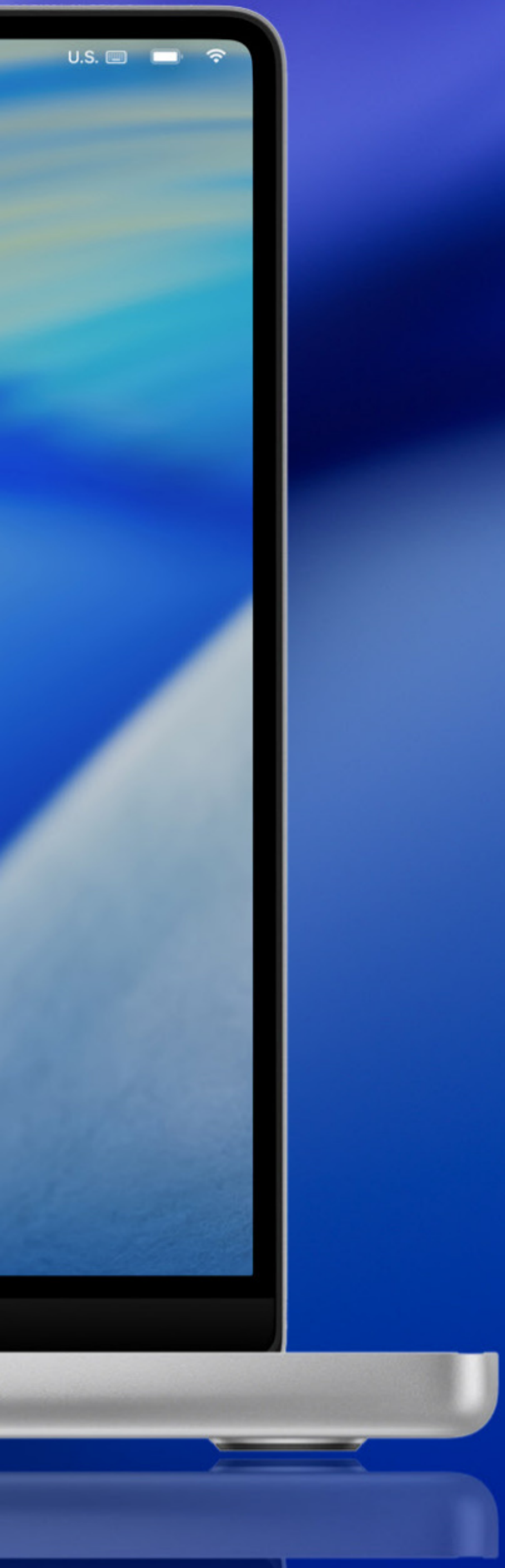

macOS

Tahoe

REDEFINING THE MAC EXPERIENCE WITH LIQUID GLASS AND PRODUCTIVITY BOOST

macOS Tahoe 26 marks a significant milestone in the evolution of the Mac. With a visually stunning redesign, enhanced Continuity features, the most transformative Spotlight update to date, and expanded Apple Intelligence capabilities, the update promises to make the Mac more capable, productive, and personal than ever.

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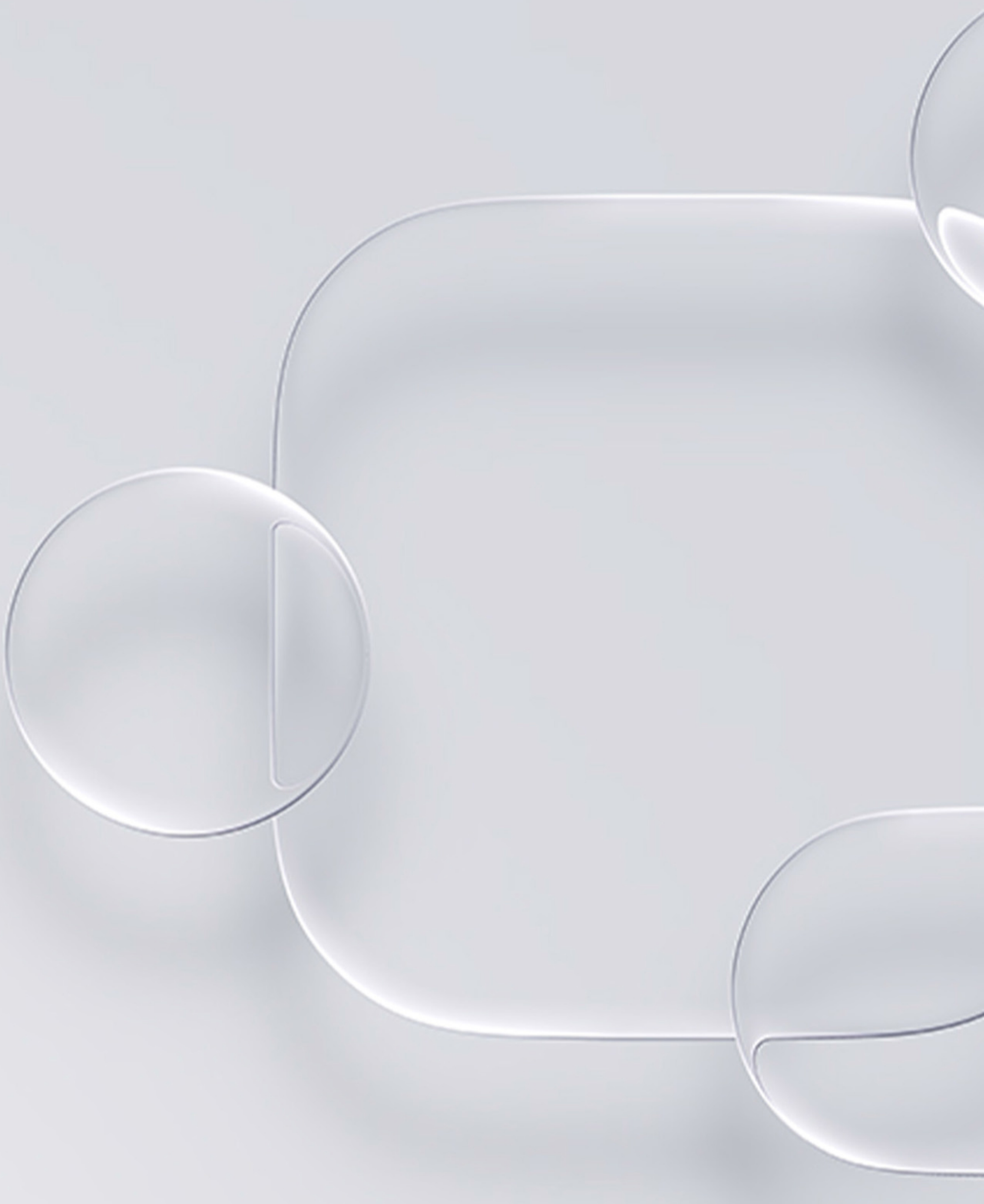

INTRODUCING LIQUID GLASS

At the heart of macOS Tahoe 26 is a breathtaking redesign that introduces **Liquid Glass,** a translucent material that dynamically reflects and refracts its surroundings. This aesthetic overhaul enhances the Mac's visual appeal while preserving the familiarity that users love. The desktop, Dock, sidebars, and toolbars have been refined to emphasize content, with a fully transparent menu bar that makes the display feel expansive. Personalization takes center stage with new customization options. Users can now tweak the Control Center and menu bar layouts, choosing which controls appear and how they're arranged. App icons come alive with light and dark appearances, vibrant tints, or an elegant, clear look. Folders can be customized with colors, symbols, or emojis. When paired with personalized wallpapers and theme colors, macOS Tahoe 26 transforms the Mac into a valid extension of the user's style. As Craig Federighi, Apple's senior vice president of Software Engineering, noted, "macOS is the heart and soul of the Mac, and with Tahoe, we're building on what users love most."

Phone
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1 min
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Heading your way
Alex • Arriving in 1 min
Latest arrival by 9:43 AM
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Christine Huang
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Janice Chong
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7:11 AM
Santa Cielava
Mobile
Yesterday
Elena Lanot
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Andrew Olah
FaceTime Video
Sunday
Aybüke Kurtuldu
Mobile
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Cindy Yu
Mobile
Saturday
Christine Huang
Contact Photo and Poster
Contacts Only
mobile
(310) 555-0103
email
christinehuang7@icloud.com
tv

Tue Apr 1
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Erica Souza
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Tue Apr 1 9:41 AM
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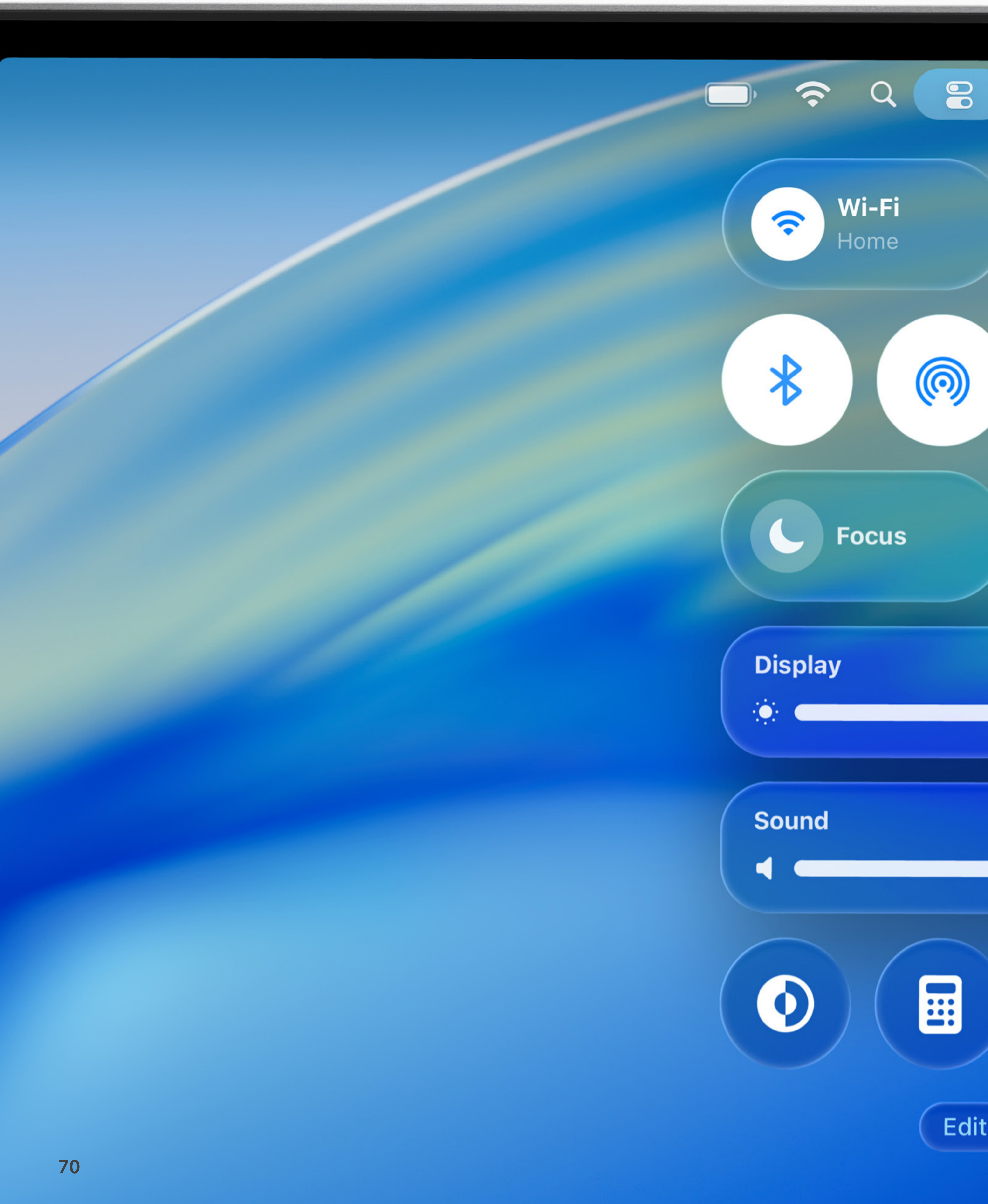
Call Mom


Wi-Fi
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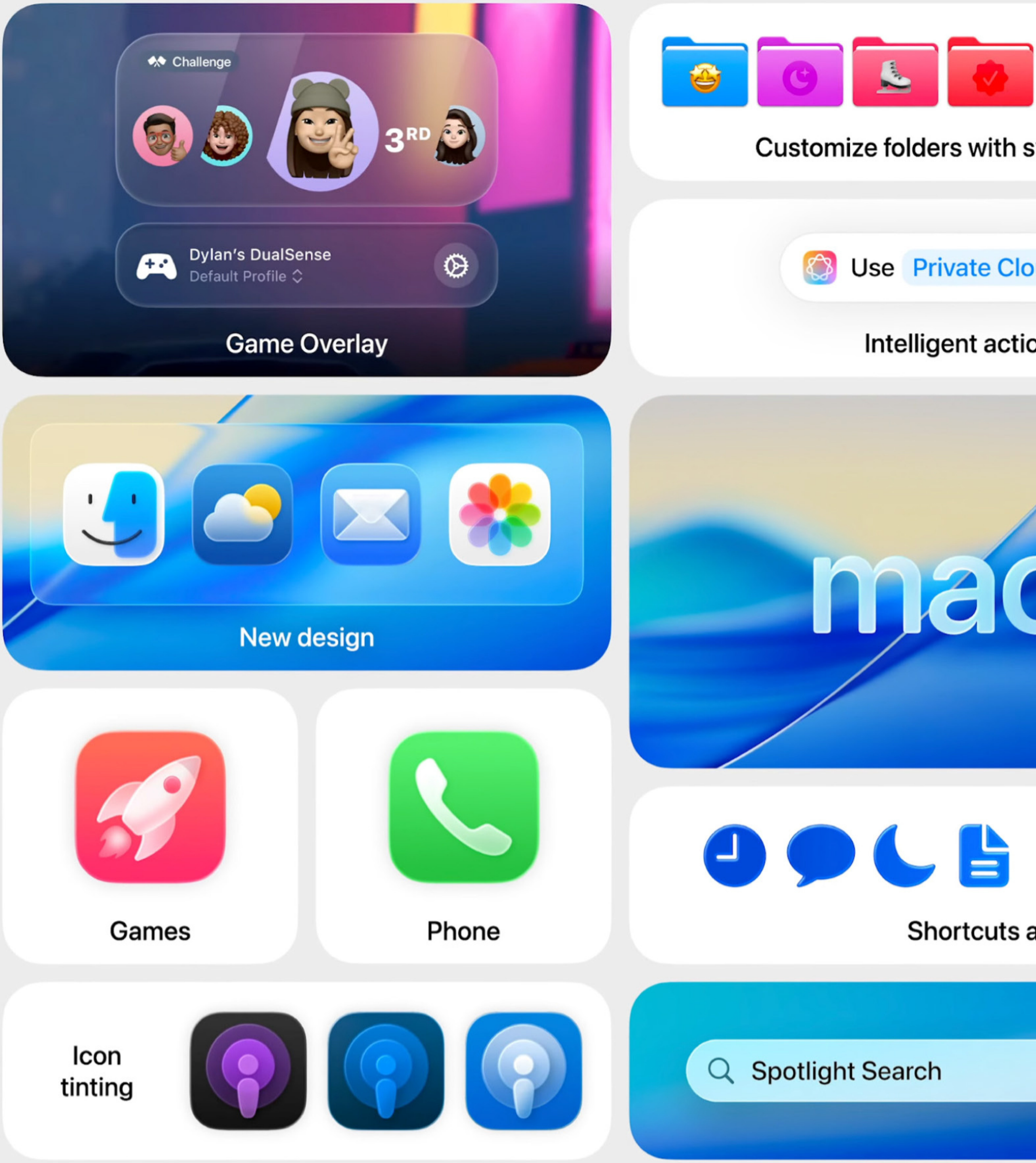
Besties
Black Country, New R
Controls

STRENGTHENING THE ECOSYSTEM

macOS Tahoe 26 strengthens Apple's Continuity ecosystem, bringing the iPhone and Mac closer together. The standout addition is the Phone app on Mac, which allows users to manage cellular calls directly from their Mac using a nearby iPhone. Familiar features like Recents, Favorites, Contacts, and Voicemails are now accessible, alongside new tools like Call Screening and Hold Assist. Call Screening answers calls from unknown numbers, prompting the caller to provide information so users can decide whether to answer. Hold Assist keeps users' place in line during hold times, freeing them to continue working. Another exciting Continuity feature is the integration of Live Activities. **Real-time updates from iPhone apps** such as an Uber ride, flight status, or live sports score, now appear in the Mac's menu bar. Clicking a Live Activity opens the app in iPhone Mirroring, allowing users to take action without switching devices. These features make the Mac an even more powerful hub for managing daily tasks across Apple's ecosystem.

Spotlight, the Mac's powerful search tool, receives its most significant overhaul in macOS 26. Search results are now smarter, consolidating files, folders, events, apps, and messages into a single, intelligently ranked list. New filtering options enable users to quickly narrow down results to specific types, such as PDFs or emails, while support for third-party cloud drives ensures broader access to documents. For users unsure of what they're looking for, Spotlight's new


Challenge
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Dylan's DualSense
Default Profile
Game Overlay
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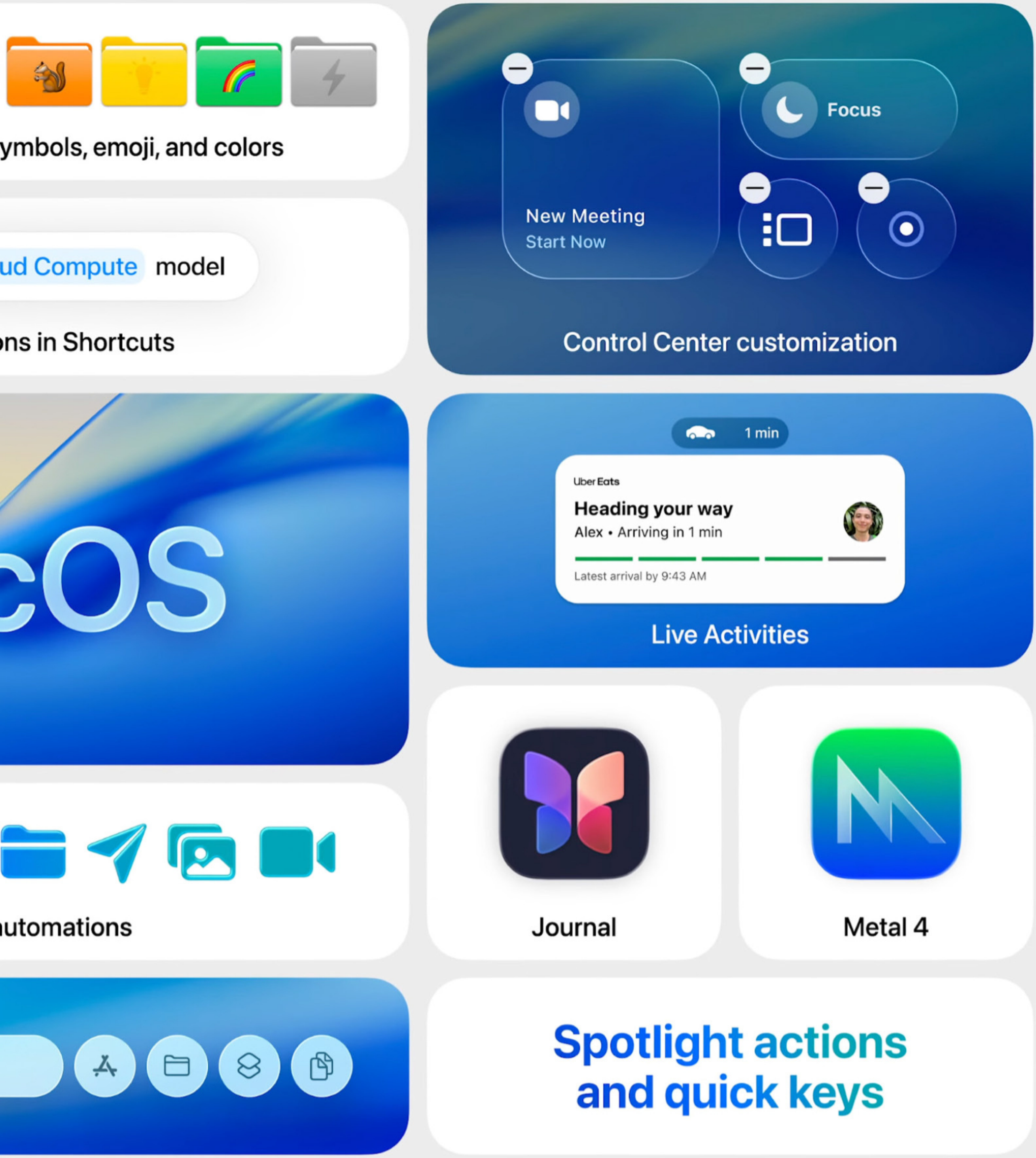
Phone
Shortcuts a
Icon tinting
Spotlight Search


New Meeting
Start Now
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Latest arrival by 9:43 AM
cOS

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Control Center customization

Live Activities

Journal

Metal 4

Spotlight actions and quick keys

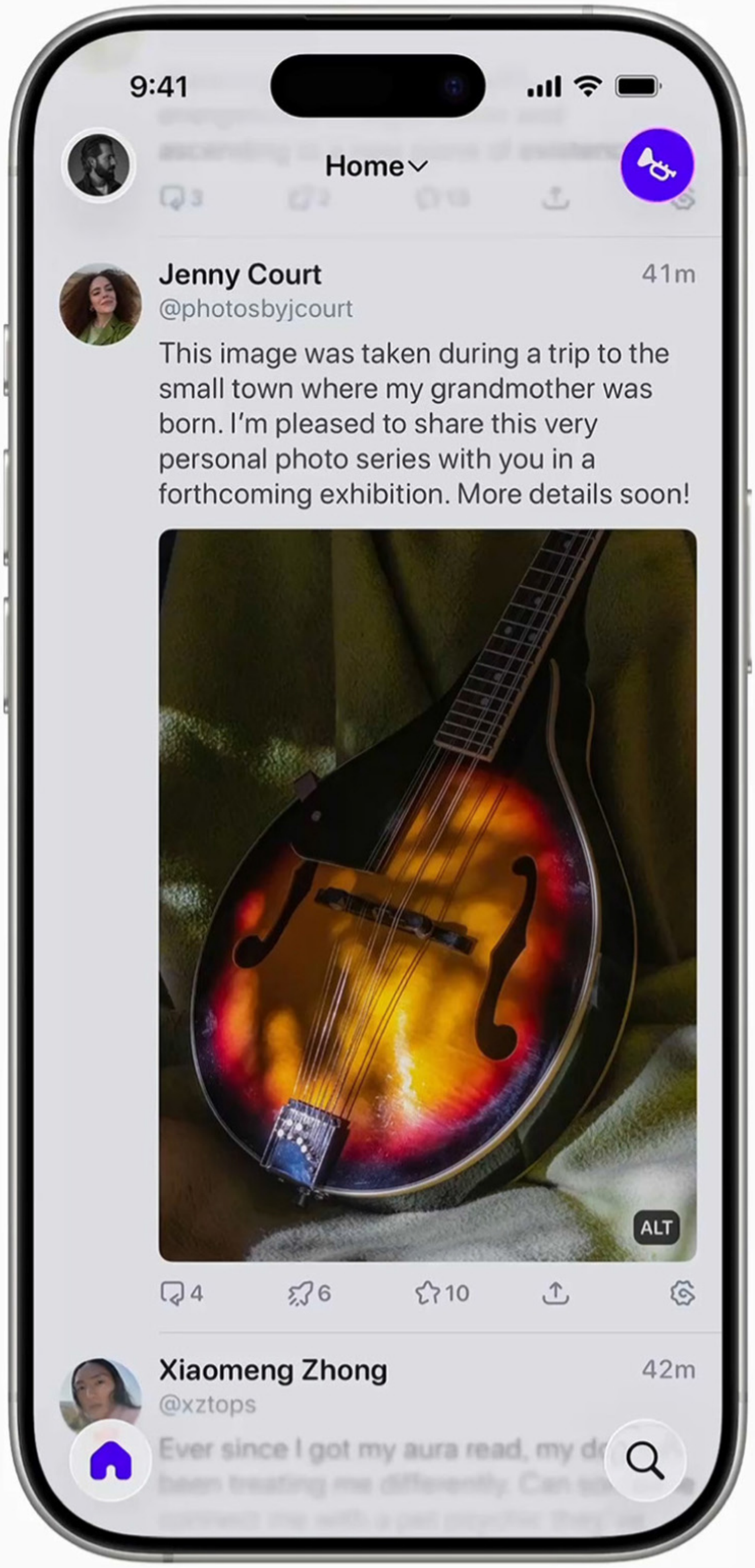
browse views make it easy to scan apps, files, or clipboard history.

The real power of Spotlight lies in its new action-oriented capabilities. Users can now perform hundreds of tasks directly from the search bar, such as sending an email, creating a note, or playing a podcast, without navigating between apps. Developers can leverage the App Intents API to integrate their apps' actions into Spotlight, making it a universal hub for productivity. Personalized actions, powered by machine learning, surface relevant tasks based on user routines, like messaging a frequent contact. Additionally, quick keys (short character strings) enable instant access to actions, keeping users' hands on the keyboard.

APPLE INTELLIGENCE UPDATES

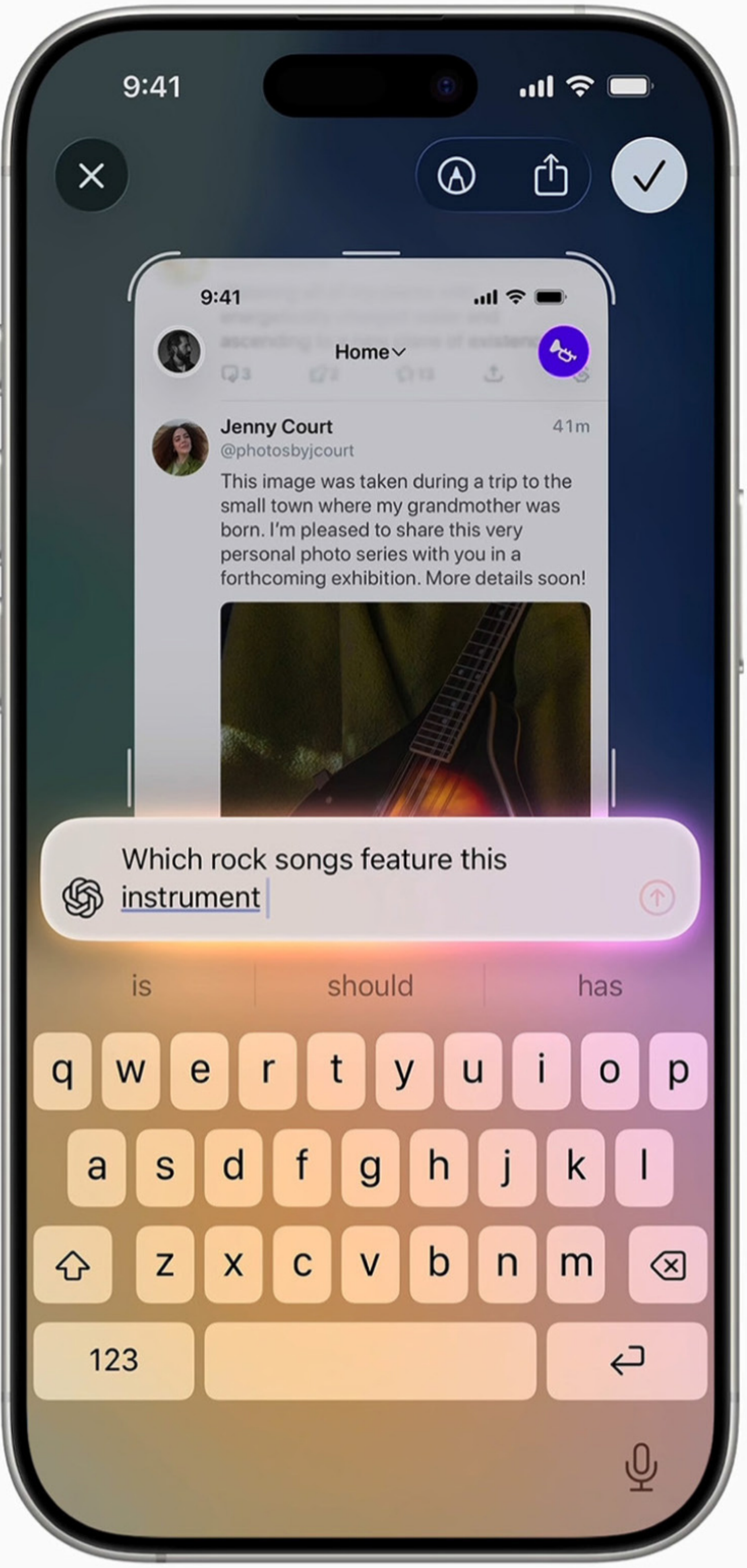
Apple Intelligence, Apple's privacy-first AI system, expands significantly in macOS Tahoe 26, delivering tools that enhance communication, creativity, and productivity. Live Translation breaks down language barriers by translating text and audio in real time. In Messages, users can type in their native language, and the recipient receives the message in their preferred language. **On FaceTime and Phone calls, live captions and translated speech** enable seamless cross-language communication, all processed on-device to protect privacy.

Genmoji and Image Playground unlock new creative possibilities. Users can customize Genmoji by modifying attributes, such as



Jenny Court 41m
@photosbyjcourt
This image was taken during a trip to the small town where my grandmother was born. I'm pleased to share this very personal photo series with you in a forthcoming exhibition. More details soon!

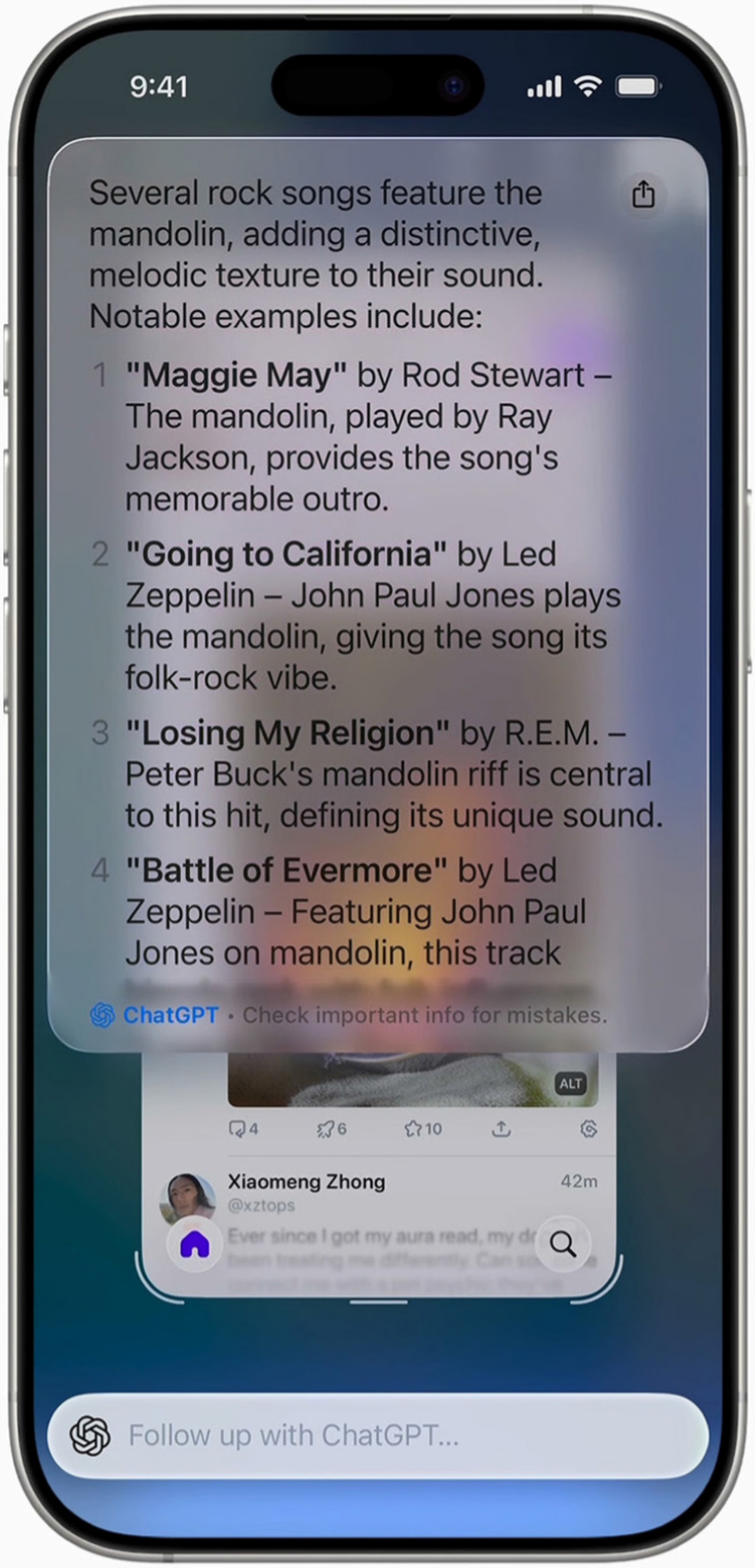
Xiaomeng Zhong 42m
@xztops
Ever since I got my aura read, my d



Jenny Court @photosbyjcourt 41m

This image was taken during a trip to the small town where my grandmother was born. I'm pleased to share this very personal photo series with you in a forthcoming exhibition. More details soon!

Which rock songs feature this instrument



Several rock songs feature the mandolin, adding a distinctive, melodic texture to their sound. Notable examples include:

1. **"Maggie May"** by Rod Stewart – The mandolin, played by Ray Jackson, provides the song's memorable outro.
2. **"Going to California"** by Led Zeppelin – John Paul Jones plays the mandolin, giving the song its folk-rock vibe.
3. **"Losing My Religion"** by R.E.M. – Peter Buck's mandolin riff is central to this hit, defining its unique sound.
4. **"Battle of Evermore"** by Led Zeppelin – Featuring John Paul Jones on mandolin, this track

ChatGPT · Check important info for mistakes.

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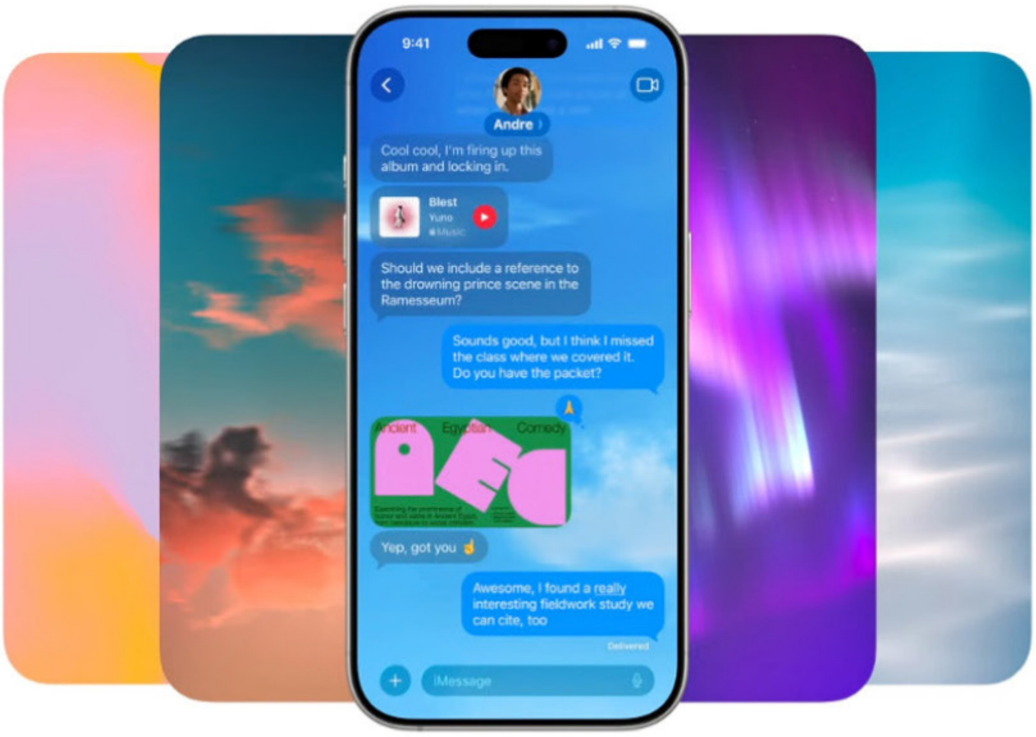


9:41
Andre

Cool cool, I'm firing up this album and locking in.

Blest
Yuno
Music

Should we include a reference to the drowning prince scene in the Ramesseum?

Sounds good, but I think I missed the class where we covered it. Do you have the packet?

Ancient Egyptian Comedy

Yep, got you ☝️

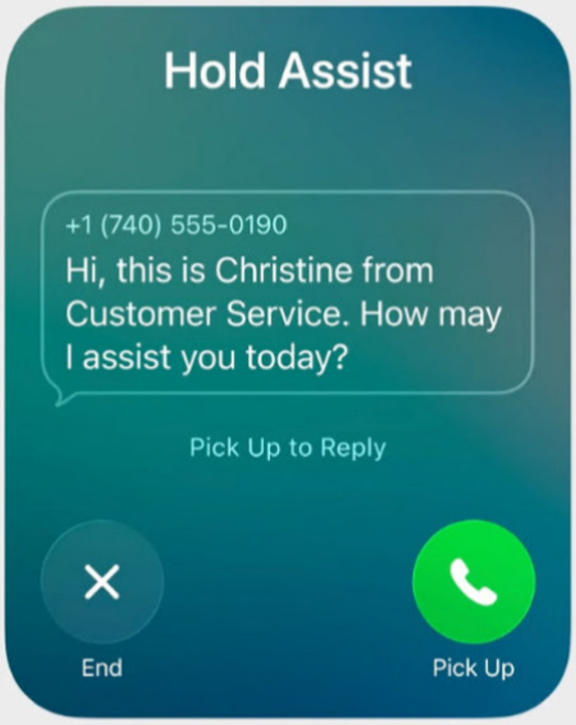
Awesome, I found a really interesting fieldwork study we can cite, too

Delivered
iMessage

Backgrounds in Messages

Games

Widgets in CarPlay



Hold Assist

+1 (740) 555-0190

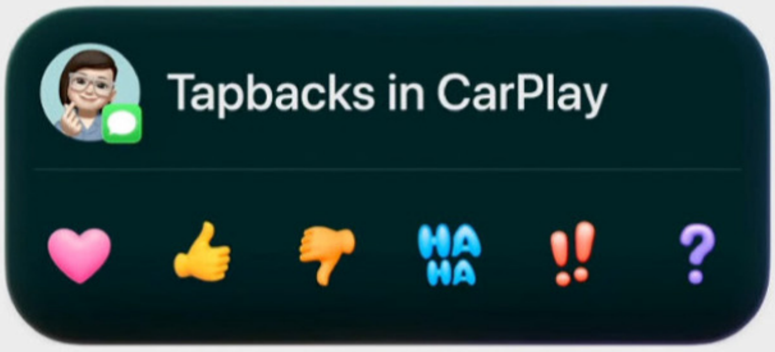
Hi, this is Christine from Customer Service. How may I assist you today?

Pick Up to Reply
End
Pick Up

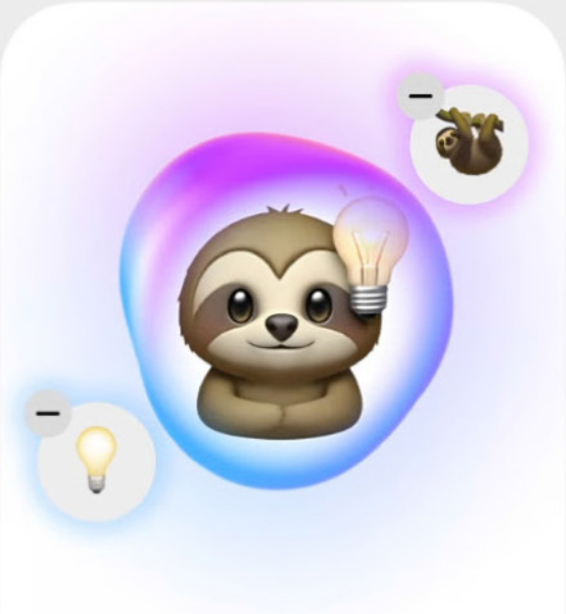
Screen unknown calls and messages

Apple Intelligence

Foundation Model access

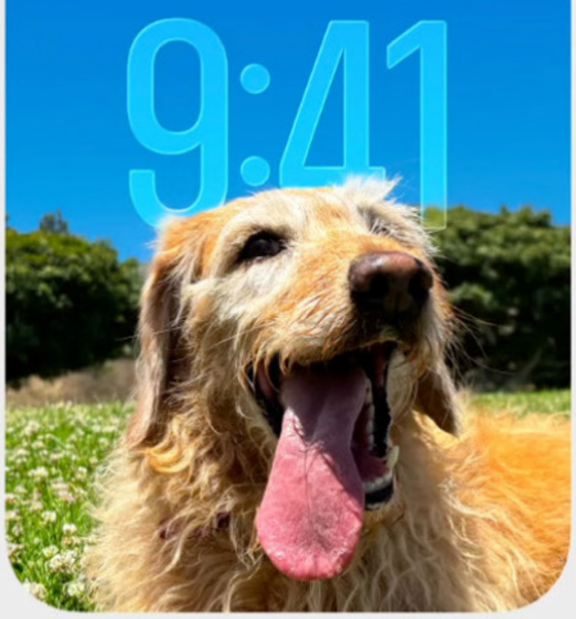


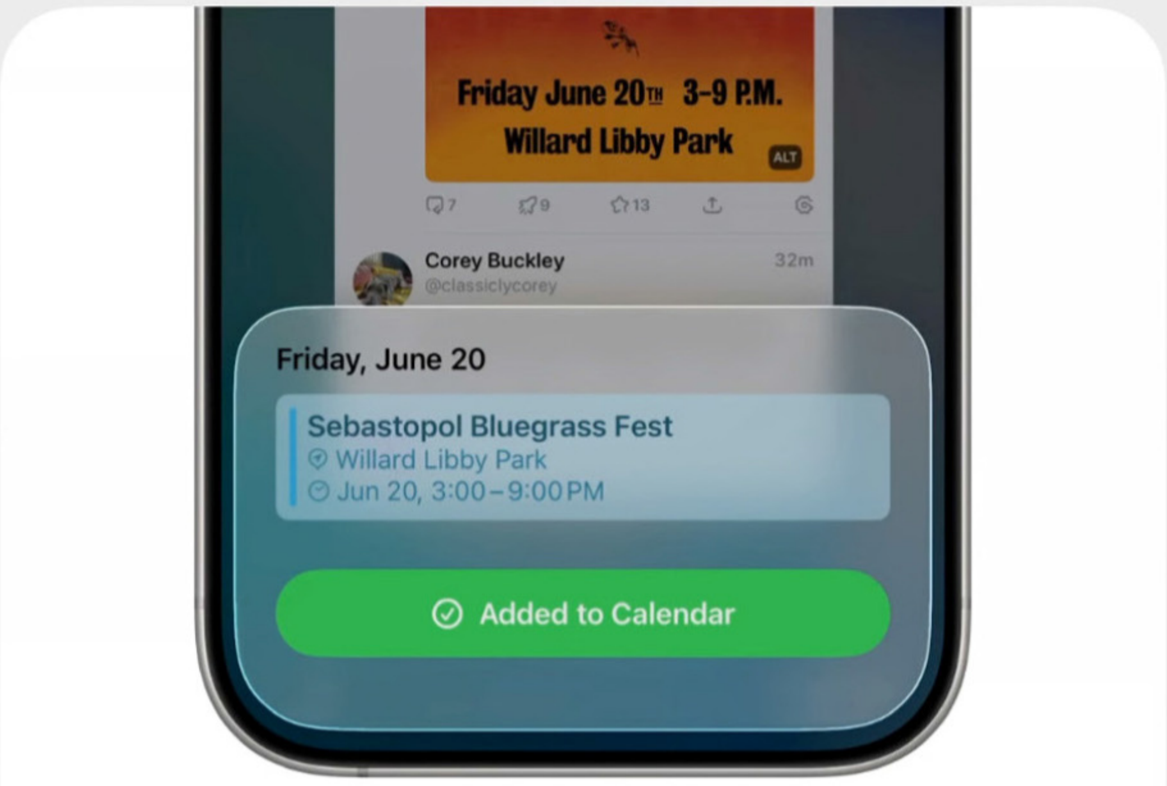
Tapbacks in CarPlay



Mix emoji

Adaptive Lock Screen





Friday June 20TH 3-9 P.M.
Willard Libby Park

Corey Buckley
@classiclycorey
32m

Friday, June 20

Sebastopol Bluegrass Fest
Willard Libby Park
Jun 20, 3:00 – 9:00 PM

ALT
7
9
13
Added to Calendar

Visual intelligence in screenshots

实时翻译

ライブ翻訳

Traduction en direct

Live Translation

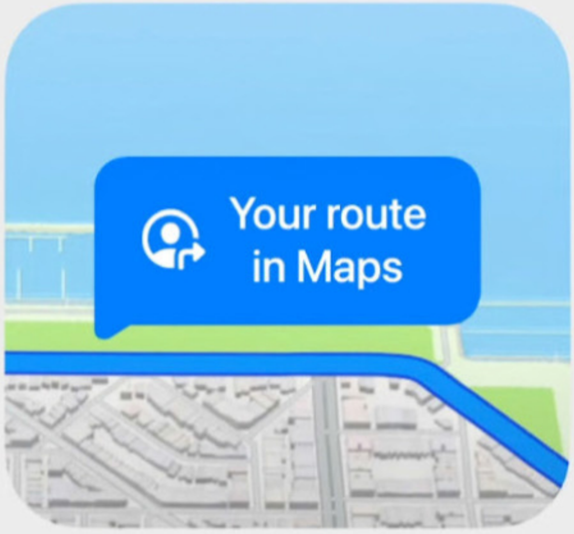
Traducción en tiempo real

Tradução ao Vivo

실시간 번역

Camping
Skiing
Hiking

Polls in Messages


Your route
in Maps

hair length or accessories, using existing emojis or descriptions. Image Playground offers enhanced control over styles, including oil painting or vector art, and integrates with ChatGPT for custom designs. For example, users can describe a specific image style and have it generated instantly. Shortcuts become more powerful with intelligent actions that leverage Apple's Intelligence models. Users can automate complex tasks, such as summarizing lecture notes or generating images, using on-device processing or Private Cloud Compute for enhanced privacy. Integration with ChatGPT provides access to a broader knowledge base, enabling shortcuts such as comparing lecture transcriptions to notes and adding missing points. In the Reminders app, **Apple Intelligence scans emails, websites, or notes** to identify and categorize action items, streamlining task management. These features ensure that Apple Intelligence remains both powerful and private, running entirely on-device or through secure cloud processing.

Image Playground
File
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Tue Apr 1 9:41 AM
Save
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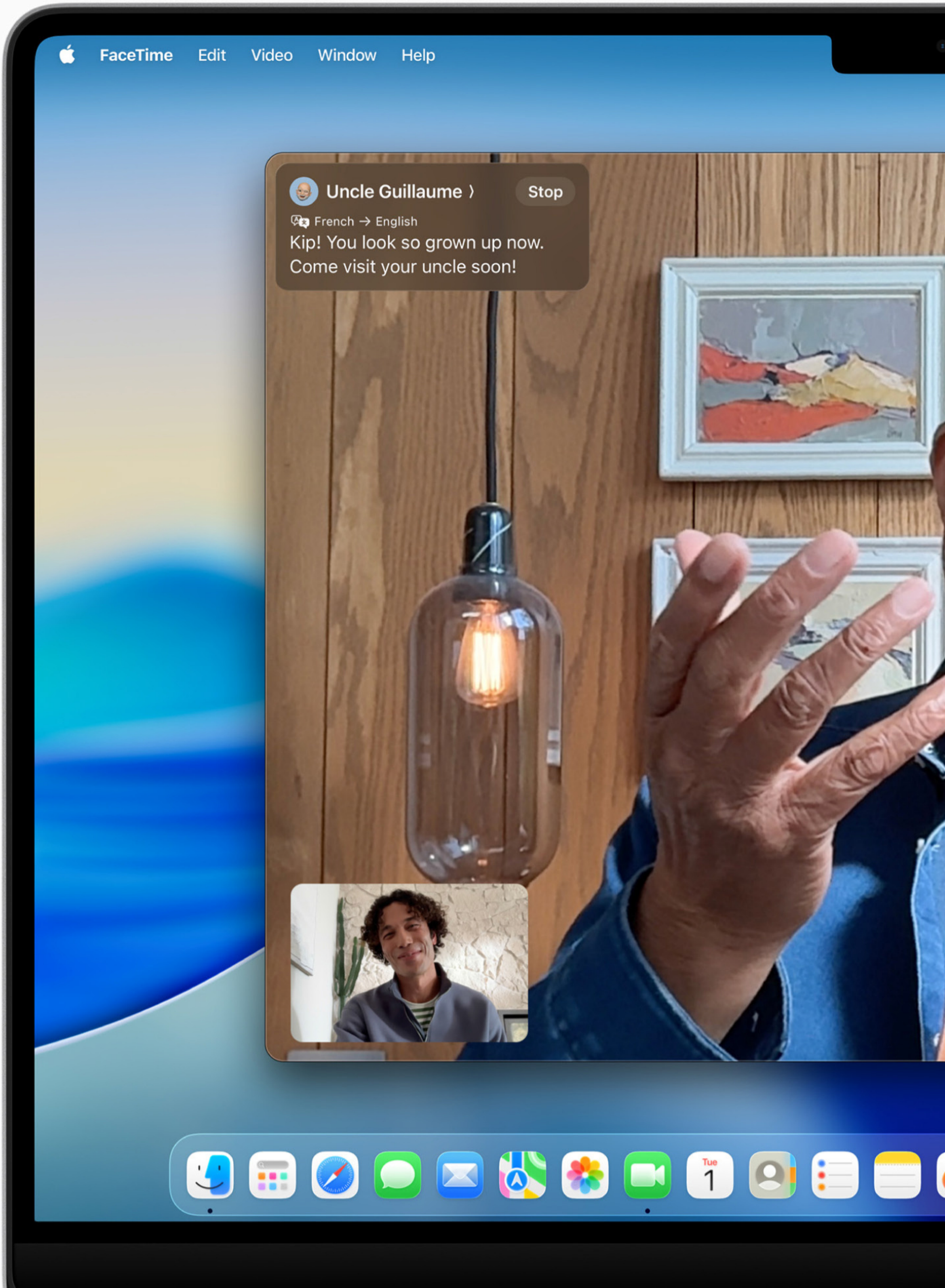
Fireworks
Astronaut
Hiker
Forest
Party Hat
Person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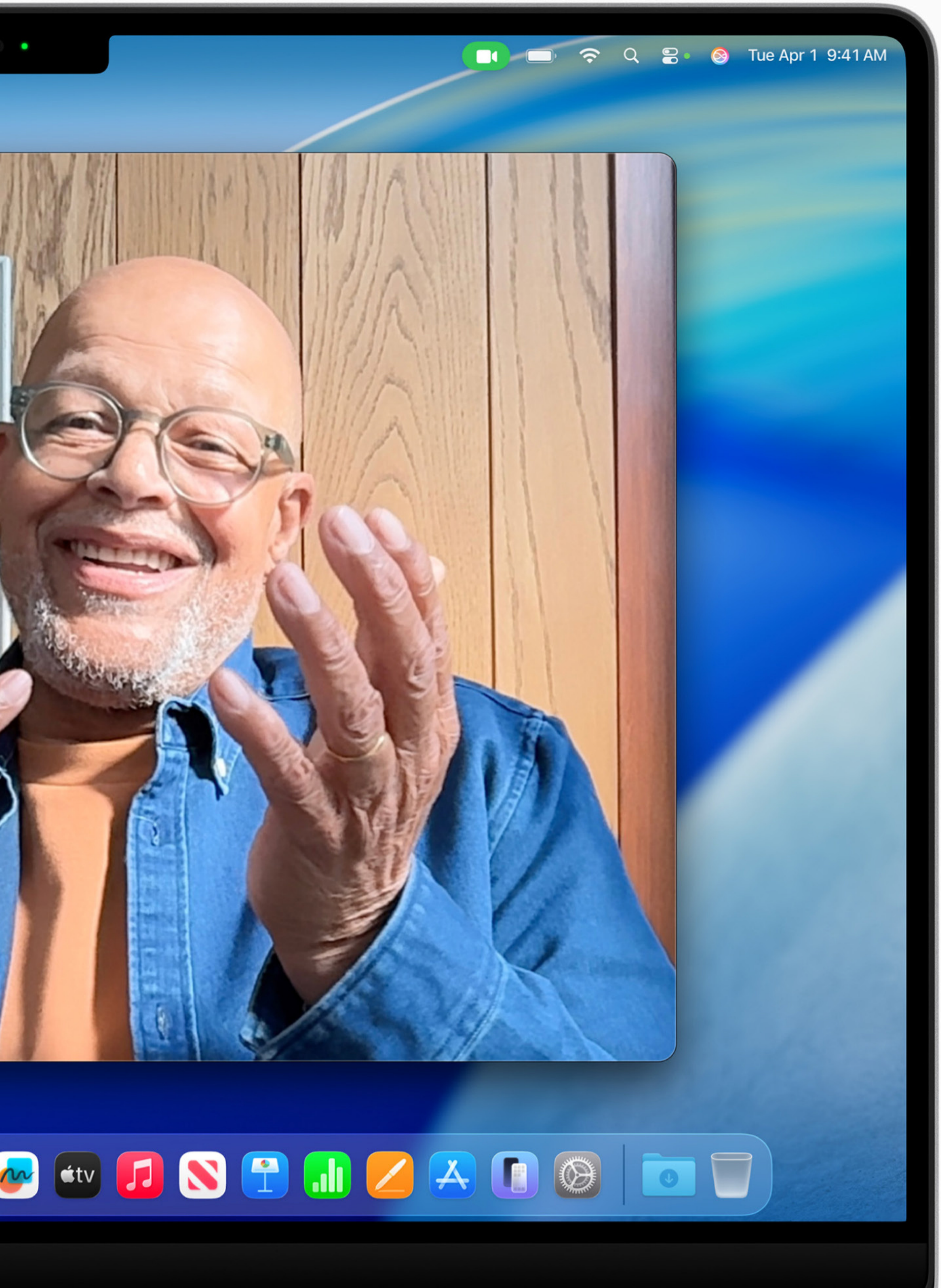
Kip! You look so grown up now. Come visit your uncle soon!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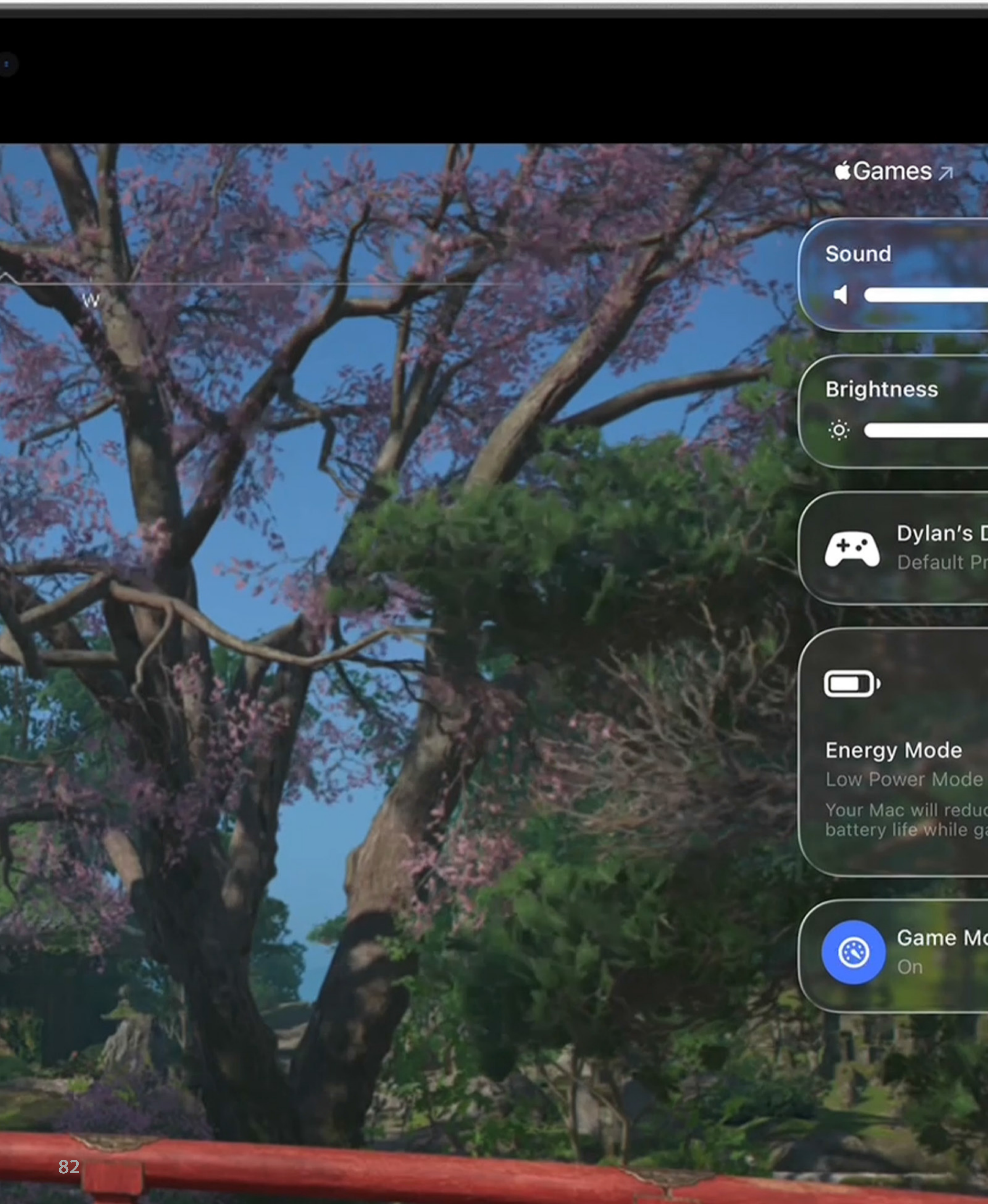

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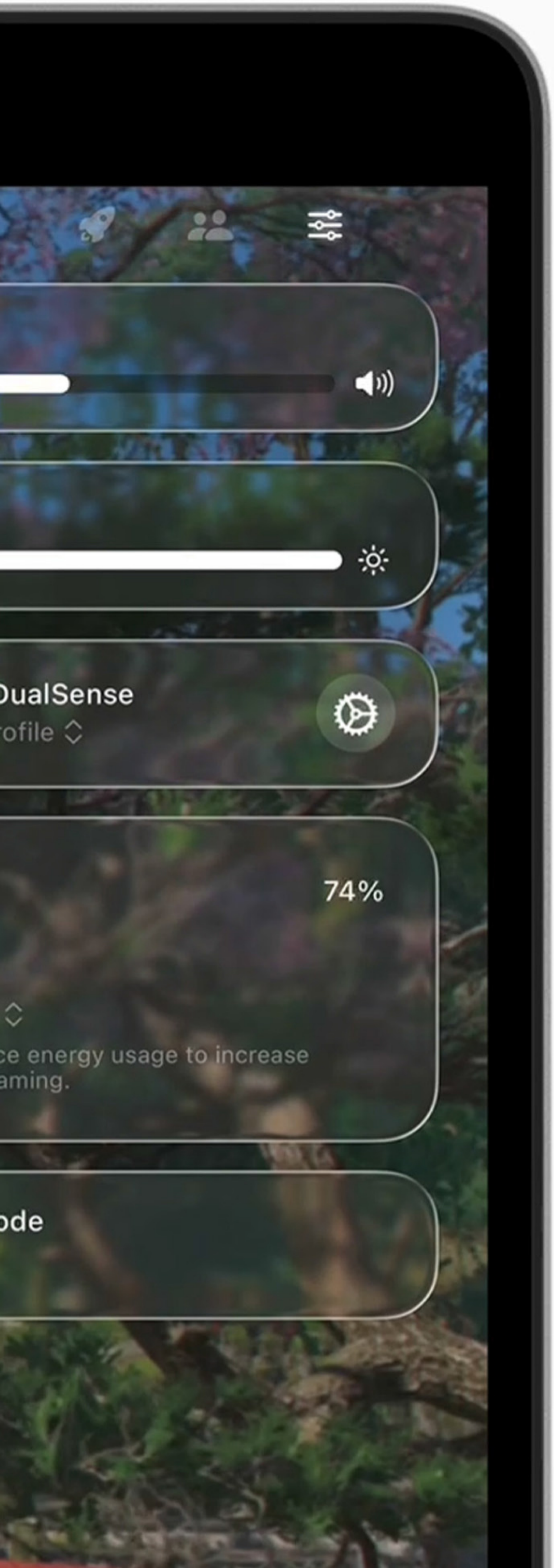

GAMING BOOST

macOS Tahoe 26 introduces the Apple Games app, a dedicated hub for gamers to discover, play, and connect. The app curates personalized game recommendations and simplifies multiplayer experiences. The new Game Overlay lets players adjust system settings, chat, or invite friends without leaving the game. Low Power Mode extends gaming sessions on battery, maximizing playtime. For developers, Metal 4 introduces advanced graphics technologies, including MetalFX Frame Interpolation and MetalFX Denoising, which deliver smoother visuals and faster frame rates. **Upcoming titles like Crimson Desert, InZOI, Cyberpunk 2077,** and Lies of P: Overture leverage these technologies and the power of M3 and M4 chips for stunning, ray-traced visuals. With a growing library of high-profile games, the Mac is solidifying its place as a serious gaming platform.

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DMs
Activity
More
Threads
Huddles
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Channels
# accounting
# all-development-team
# announcements
# brainstorm-all
# coding-feedback
# coding-glossary
# coding-team
# coffee-time
# dev-team
# help-design
# in-development
# tech-updates
Add channels
Direct messages
Aga Orlova
Rigo Rangel
Po-Chun Yeh
Jenica Chong
Elena Lanot
# all-development-team
Messages
Company Handbook
Today
Message #all-
Aa
1 Message
Summarize
Inbox - iCloud
April 1
1:00-5:00 P.M.
Library
Community
Skill
Swap
1:00-1:45 P.M. INDUSTRY OVERVIEW
1:45-2:15 P.M. BASIC CONCEPTS
2:15-3:00 P.M. ADVANCED INNOVATION
tv

joined #all-development-team

Elena Lanot 9:23 AM

Hi @Sophie Sun , I'm excited for our team lunch next week. Will you be pre-ordering food, or should I? I think you could easily do a quick order beforehand. There's a M

Rigo Rangel Today at 9:41 AM

Event Flyer

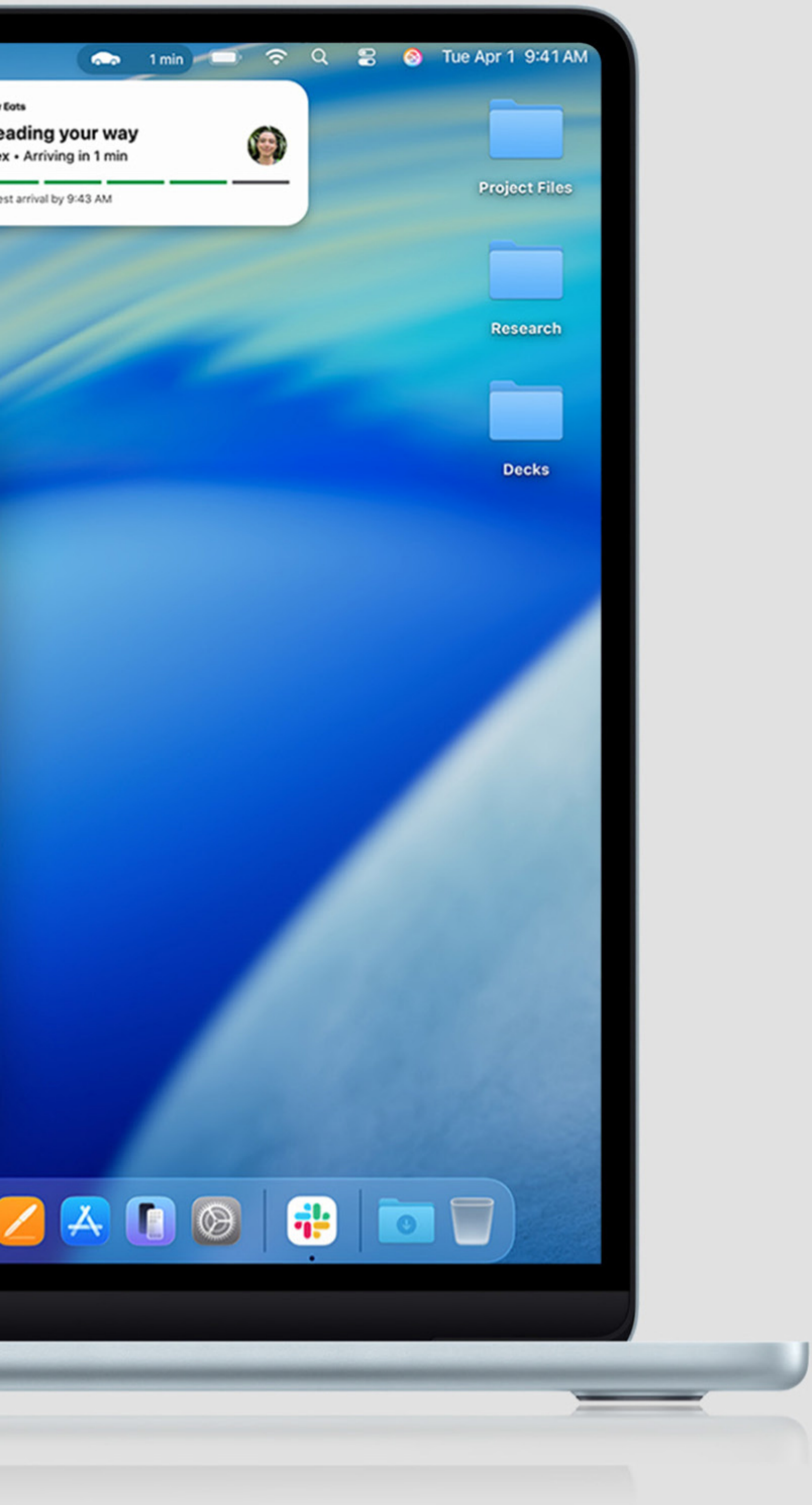
To: Sophie Sun

Hi Sophie!

Thanks again for offering to lead our quarterly Community Skill Swap event. Ever since we started the series, people have been asking for a coding presentation. Your willingness to share this knowledge with us is both admirable and appreciated!

Below is a draft of the invitation for you to review. Please let me know if you have any feedback. We wanted it to be straightforward and something people could share with neighbors and friends.

Thank you,
Rigo

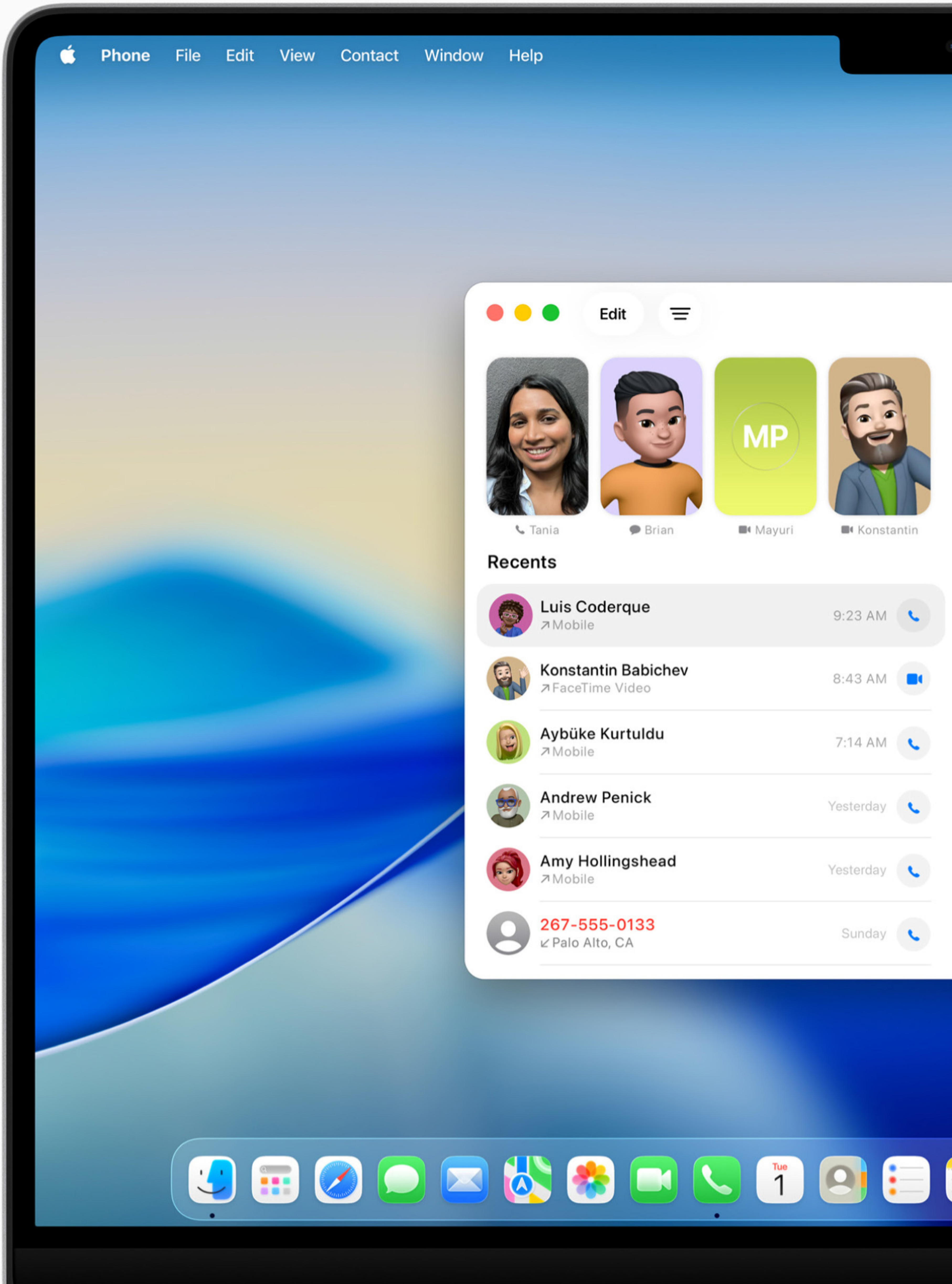


ELEVATING THE EXPERIENCE

macOS Tahoe 26 includes updates across Apple's core apps, enhancing productivity and accessibility. Safari, the world's fastest browser, gets a refreshed design with floating rounded tabs and a streamlined sidebar. **It's 50% faster than Chrome at loading websites** and offers up to four hours more battery life for video streaming. Enhanced fingerprinting protection ensures greater privacy. In Messages, on the other hand, new features like Backgrounds, Polls, and typing indicators in group chats make conversations more engaging, whilst a redesigned details view simplifies navigating shared content.

Journal comes to the Mac, allowing users to capture moments with long, map-viewable entries that are synced across devices. And in Photos, **an app that received a highly controversial update last year,** a new Liquid Glass redesign, Pinned Collections, and customizable tile sizes, which improve navigation and personalization. FaceTime, on the other hand, features a reimagined landing page with Contact Posters and floating controls, enhancing usability. Features like SharePlay and Live Translation are easily accessible, and Notes offers support for markdown import/export and audio recordings with transcriptions from Phone calls, adding versatility.

New accessibility features have also been added, such as Magnifier, Accessibility Reader, Braille Access, and Vehicle Motion Cues, making the Mac more inclusive. Users can now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Recents

Luis Coderque
↗Mobile 9:23 AM

Konstantin Babichev
↗FaceTime Video 8:43 AM

Aybüke Kurtuldu
↗Mobile 7:14 AM

Andrew Penick
↗Mobile Yesterday

Amy Hollingshead
↗Mobile Yesterday

267-555-0133
↙Palo Alto, CA Sunday

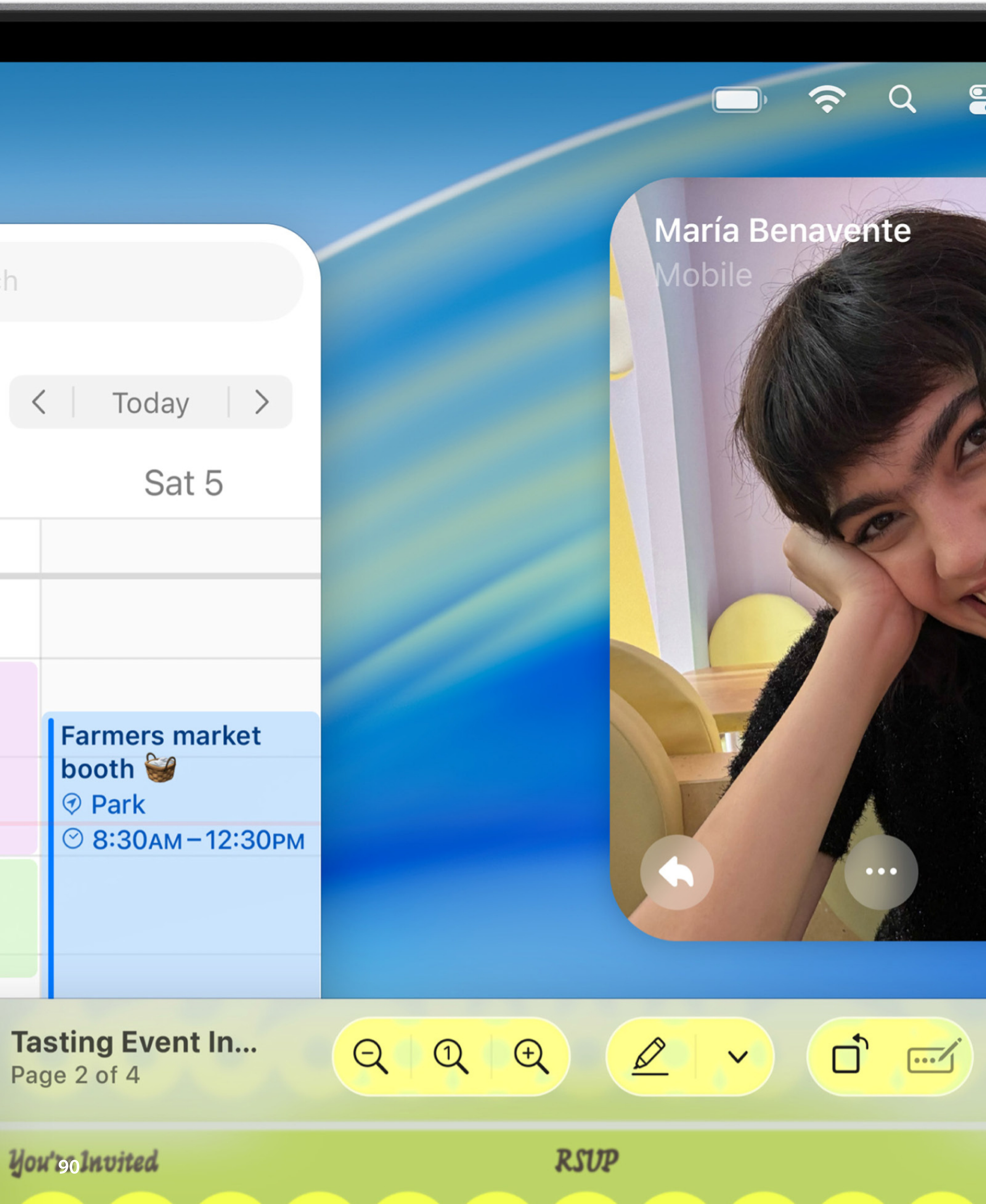
Tue Apr 1 9:41 AM
Menu_Final.pdf
Commercial Listing _Bakery.pdf
Tasting Event Invitation.pdf
Search

Luis Coderque

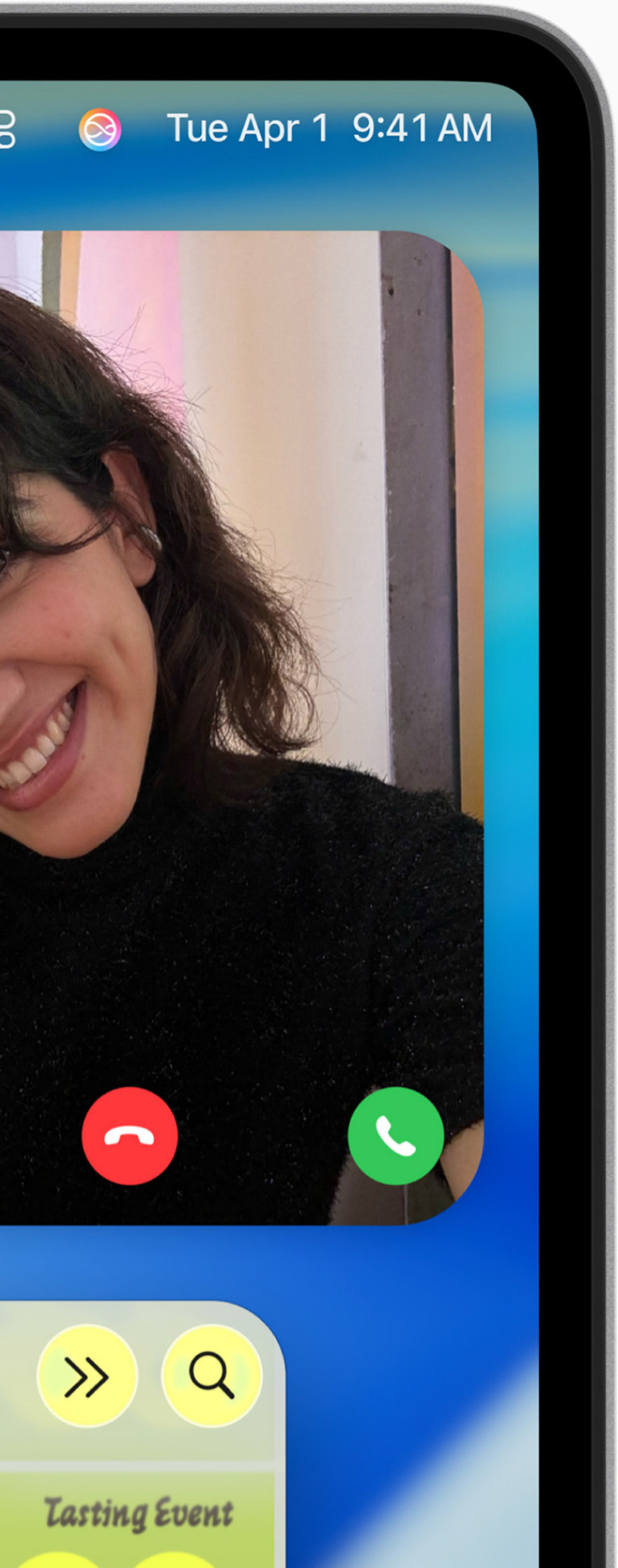
Contact Photo and Poster
Contacts Only

mobile
(408) 555-3138

work
l_coderque@icloud.com



Today
Sat 5
Farmers market booth 🧺
Park
8:30AM–12:30PM
María Benavente
Mobile
Tasting Event In...
Page 2 of 4
You're Invited
RSVP



track changes to saved passwords, **including previous versions and modification dates, as detailed in macOS Tahoe 26** is available for testing through the Apple Developer Program, with a public beta launching next month and a free software update this fall. Apple Intelligence features require supported devices, including iPhone 16 models, iPhone 15 Pro/Pro Max, iPad mini (A17 Pro), and M1 or later iPads and Macs, with Siri and device language set to supported languages like English, French, or Japanese. More languages, including Danish and Swedish, will be added by year-end.

Finder File Edit View Go Window Help
APRIL
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
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San Francisco
53°
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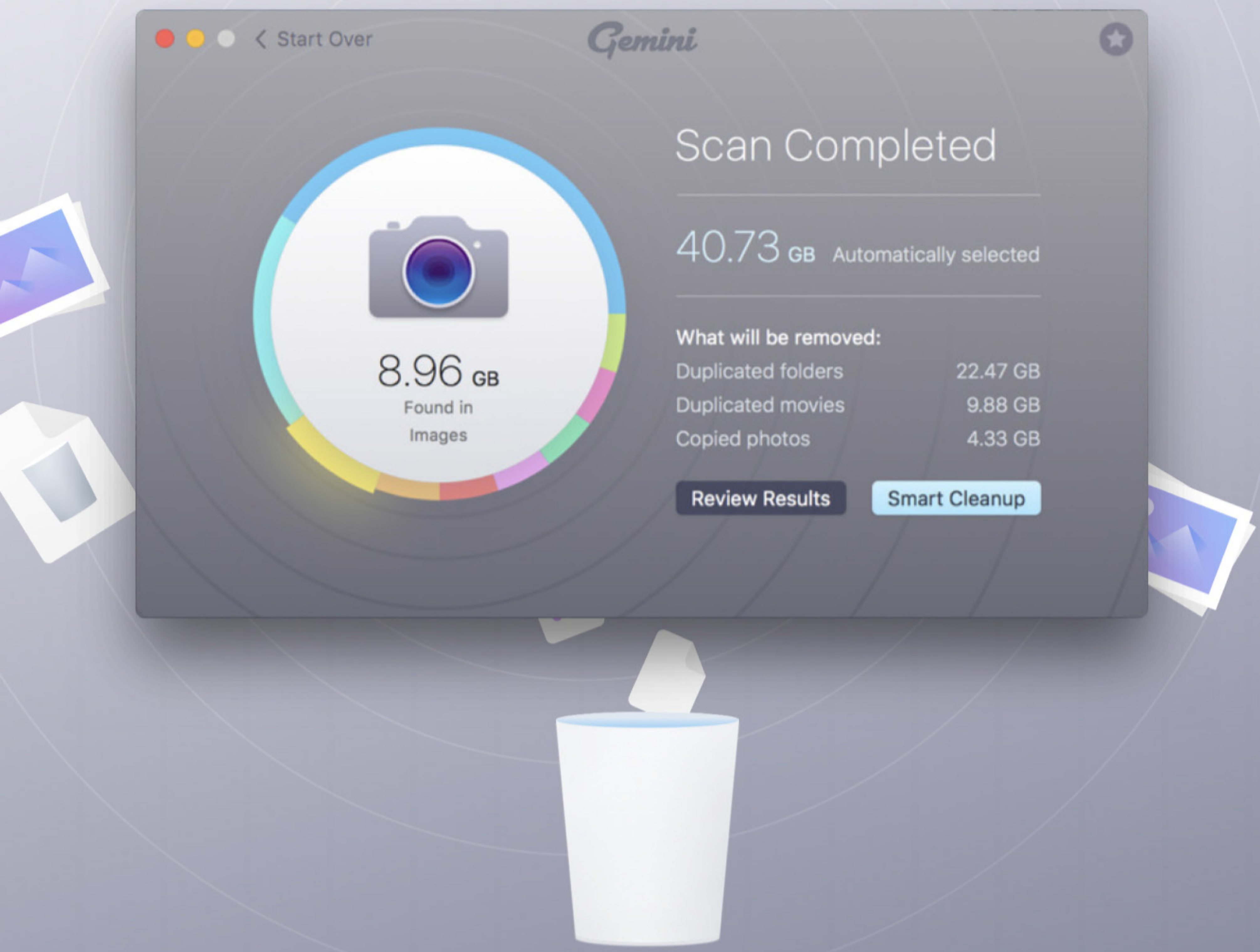
10 AM 11 AM 12 PM 1 PM 2 PM 3 PM
53° 54° 56° 55° 55° 54°
Reminders 7
Spring cleaning
Volunteer project
Family vacation
SCIENCE STUFF
Mar 19
What is a Quantum Computer?
39m
Tue 1
tv

Tue Apr 1 9:41 AM
Scrapbook photos
Reunion portrait

Tahoe is a bold step forward, blending a gorgeous design, seamless Continuity, and intelligent features to redefine the Mac experience. Whether you're a professional, gamer, or casual user, Tahoe offers tools to work smarter, create freely, and stay connected.

As Apple continues to innovate, macOS Ventura 26 sets a new standard for what a modern operating system can achieve, proving that the Mac remains at the forefront of personal computing.



Start Over
Gemini

Scan Completed

40.73 GB Automatically selected

8.96 GB
Found in
Images

What will be removed:

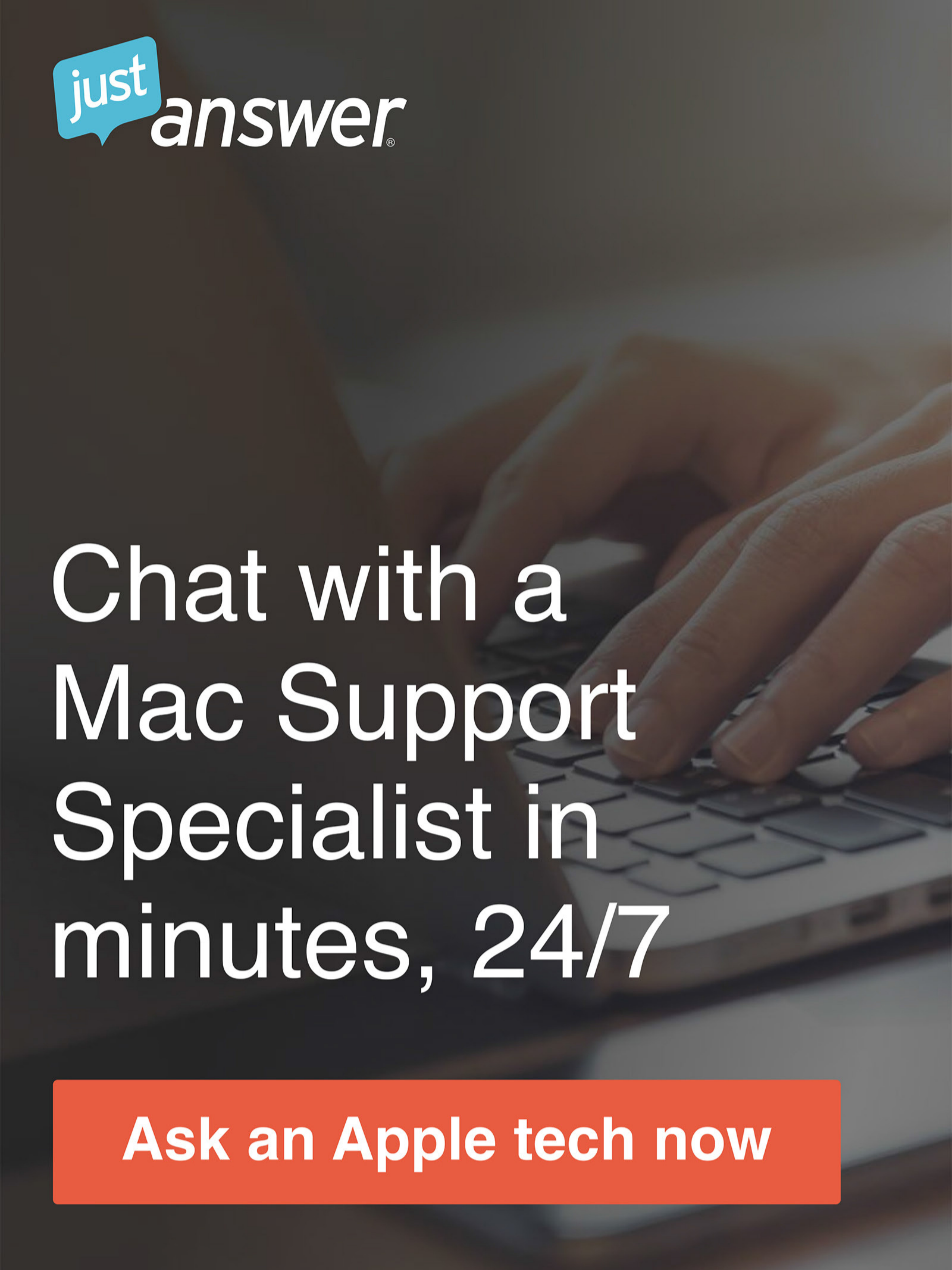
Duplicated folders	22.47 GB
Duplicated movies	9.88 GB
Copied photos	4.33 GB

Review Results
Smart Cleanup

Gemini 2

The intelligent duplicate file finder

Learn more >



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WAYMO ROBOTAXIS SPREAD ACROSS MORE CALIFORNIA CITIES

WAYMO
JAGUAR

Waymo, Alphabet's self-driving car unit, is rolling out its robotaxi service to new neighborhoods in California, adding over 80 square miles to its commercial zone. The expansion stretches across Los day, covering spots like Echo Park, Silver Lake, and Sunset Boulevard.

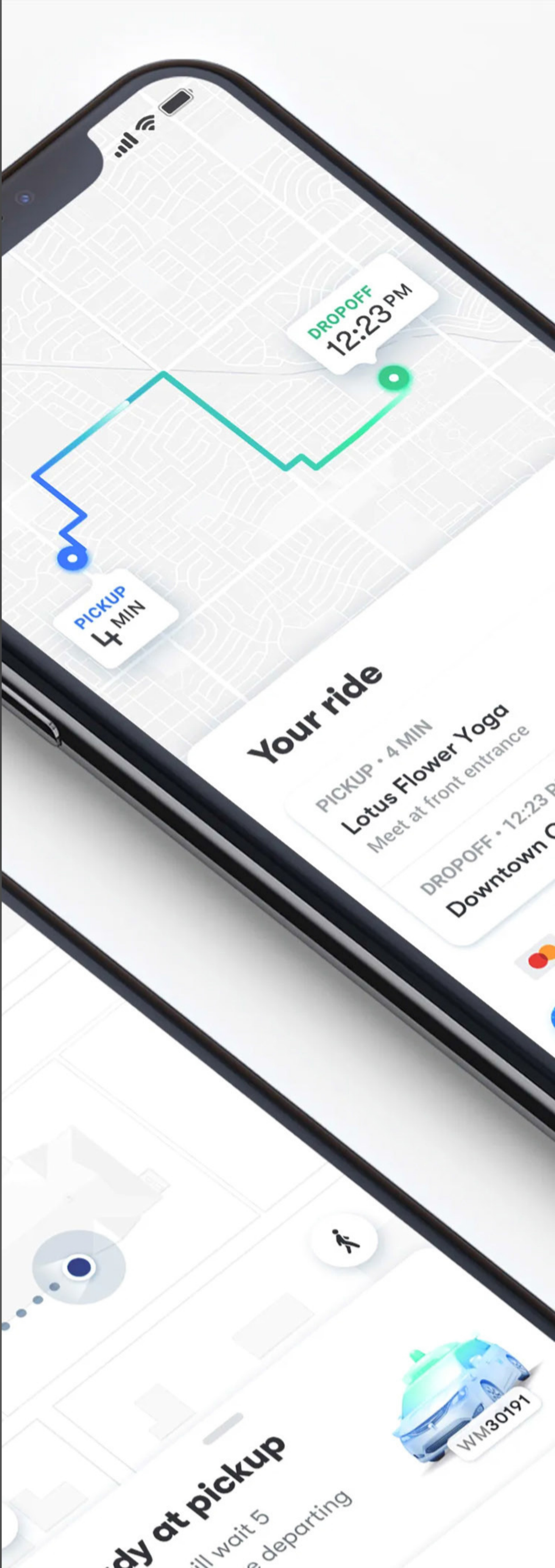
The Waymo One app now lets riders book driverless Jaguar I-Pace electric vehicles in these areas, marking a step toward making autonomous rides a common sight.

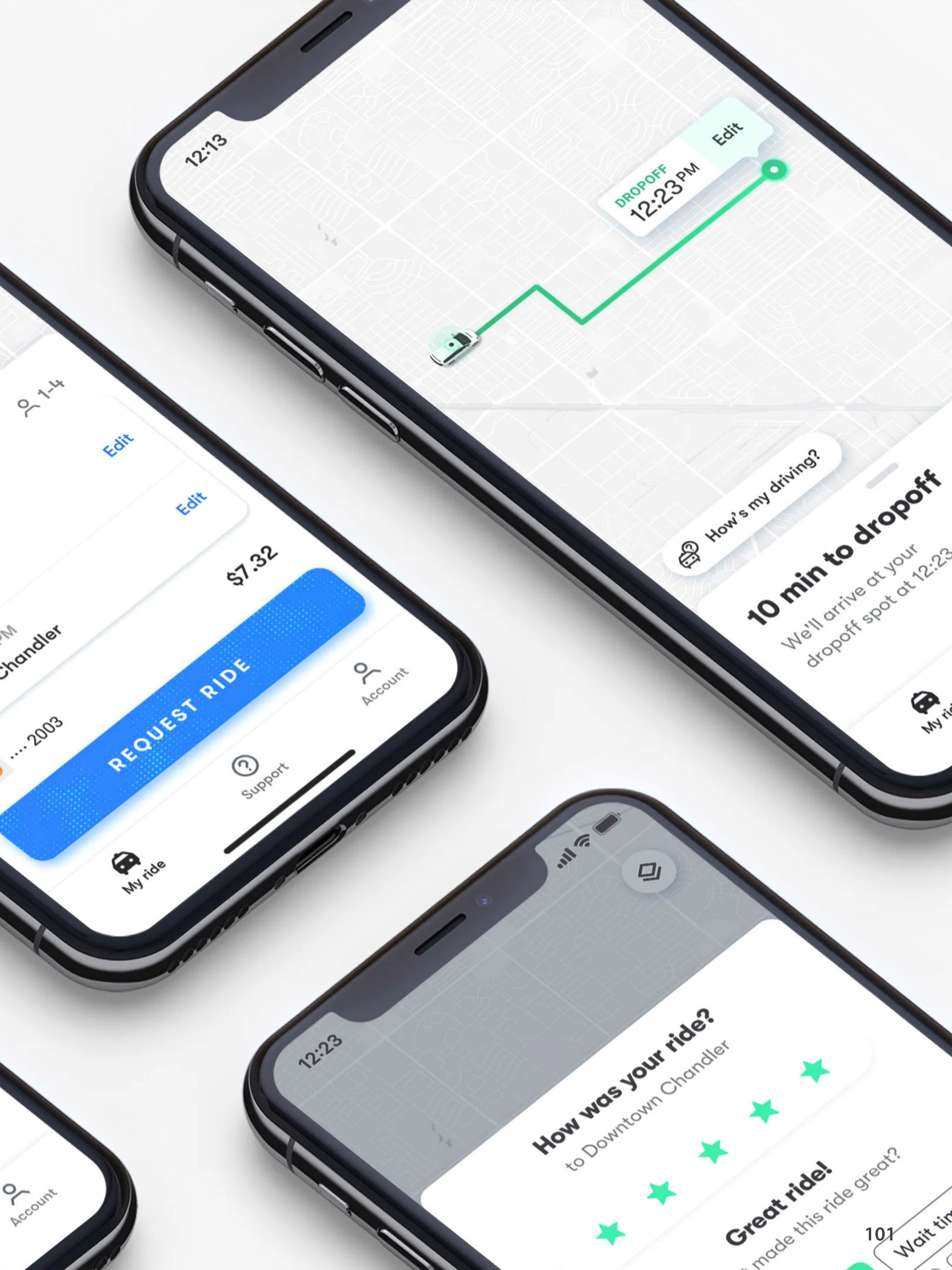
The growth builds on Waymo's existing presence in major California markets, where it operates hundreds of vehicles. The company's fleet, including over 400 cars in Los Angeles, handles thousands of paid trips weekly, offering rides from urban hubs to suburban streets. The service aims to provide a safe, reliable alternative to traditional ride-hailing, with vehicles navigating complex city routes using cameras, radar, and lidar.

This move follows a turbulent period for Waymo, after protests in Los Angeles led to vandalism of several robotaxis. The incidents, tied to broader immigration policy disputes, prompted a temporary service pullback. Waymo adjusted its operations, citing traffic conditions and local guidance, to resume expansion with a focus on community engagement and safety protocols.

NAVIGATING REGULATORY WATERS

California's Public Utilities Commission has greenlit Waymo's expansion, allowing driverless operations in new areas despite pushback from local officials. San Mateo and Los Angeles counties argued for more control over robotaxi deployments, citing safety and traffic concerns.




12:13
DROPOFF
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My ride
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12:23
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Great ride!
made this ride great?
Wait tim

WAYMO
WAYMO

The commission, however, found Waymo's updated safety plan and compliance with state rules sufficient to proceed.

The approval process wasn't smooth. Some lawmakers proposed legislation to give cities veto power over autonomous vehicles, reflecting unease about state-level oversight. A bill to require local ordinances for robotaxi operations stalled but could resurface, potentially complicating Waymo's plans. For now, the company can operate across expanded zones, including highways at speeds up to 65 mph, though it's taking a gradual approach.

Safety remains a hot topic. Waymo's vehicles have logged millions of miles with no major injuries, and the company claims an 85% lower crash rate than human drivers.

Yet, incidents like a cyclist collision in San Francisco and a gate crash at a university campus have fueled skepticism. Critics, including labor groups, argue that more transparency and local input are needed to ensure public trust.

HOW WAYMO'S SERVICE WORKS

Riders use the Waymo One app to book a ride, much like Uber or Lyft. After entering a destination, the app dispatches a driverless vehicle, which can carry up to four passengers. Users unlock the door via the app, buckle up, and start the ride with a tap on the passenger screen, which shows the route and what the vehicle's sensors see. The experience feels like a private taxi, minus the driver.

Waymo's vehicles rely on a suite of sensors to navigate, offering 360-degree views and detecting objects nearly 1,000 feet away. The system handles city traffic, stop signs, and pedestrians, aiming for smooth, cautious driving. Riders in Los Angeles can now travel from Santa Monica to Downtown or from Mid-City to Inglewood, covering a wide swath of the county.

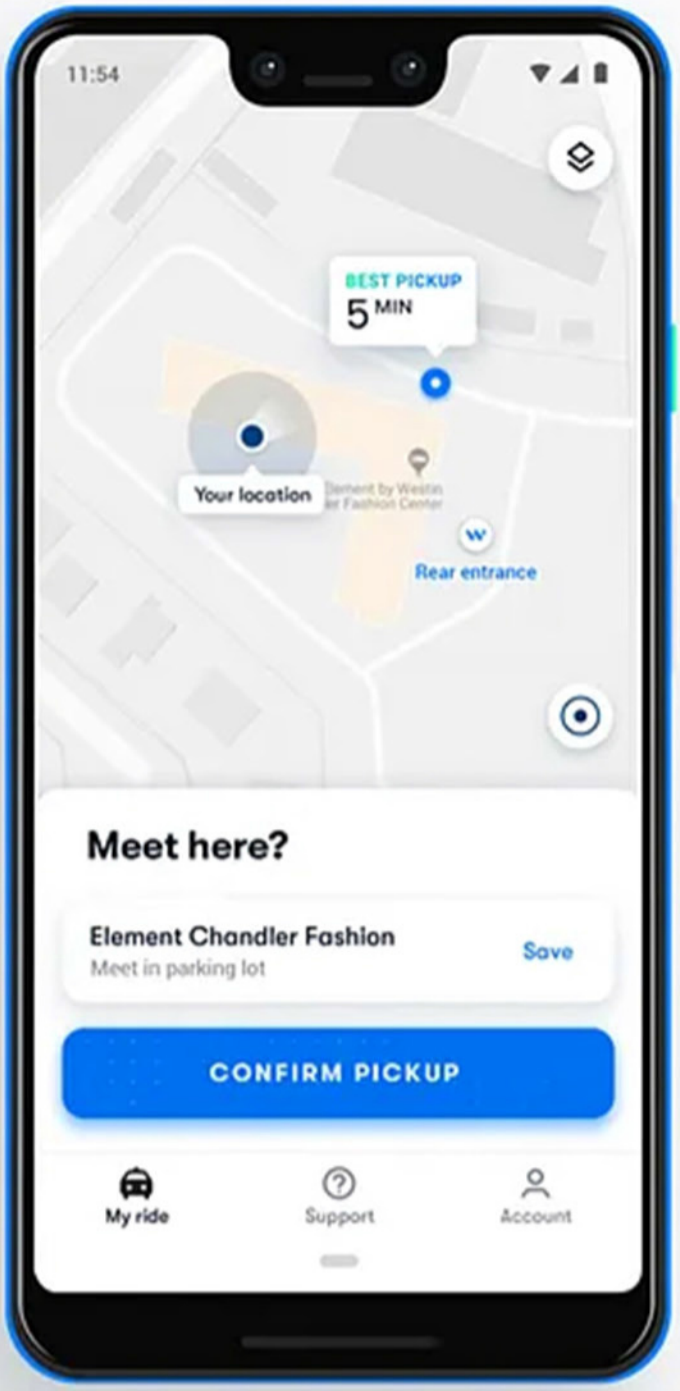
The service operates round-the-clock, appealing to commuters, late-night travelers, or those avoiding parking hassles. Waymo's partnership with Uber in some markets lets users book rides through Uber's app, expanding reach. While airport pickups and highway trips are limited, the company is testing these capabilities with employees, eyeing future rollout.

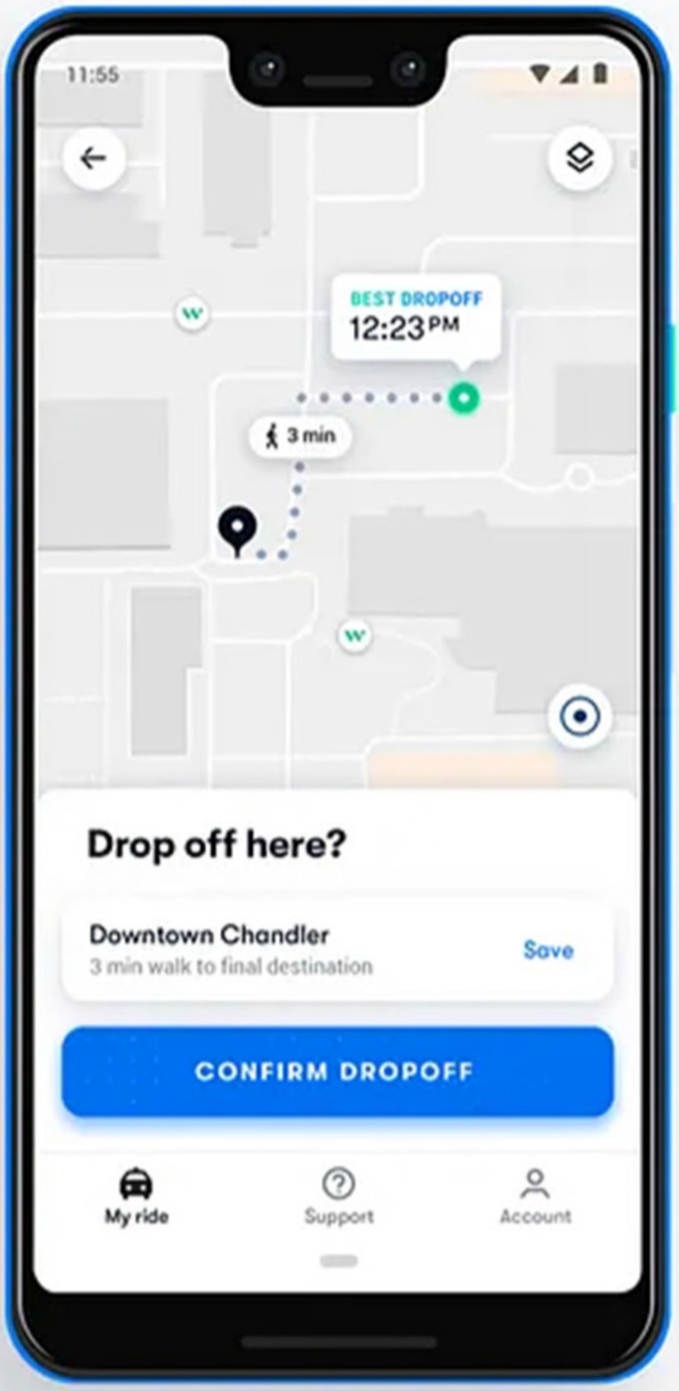
CHALLENGES ON THE ROAD

Expanding robotaxis isn't just about tech—it's about public acceptance. Protests in Los Angeles, where vehicles were set ablaze, highlight tensions over autonomous vehicles. Some residents view them as job threats or safety risks, echoing concerns from San Francisco, where activists once disabled Waymo cars with traffic cones. These incidents push Waymo to strengthen community outreach.

Technical glitches also persist. A software recall addressed risks of collisions with gates or chains, and federal probes into Waymo's crash data underscore ongoing scrutiny. While no serious injuries have occurred, minor accidents—like a vehicle driving the wrong way or honking in parking lots—feed public wariness. Waymo's focus on refining its AI, called the Waymo Driver, aims to minimize such errors.

Local opposition adds another layer. San Mateo County officials criticized Waymo's

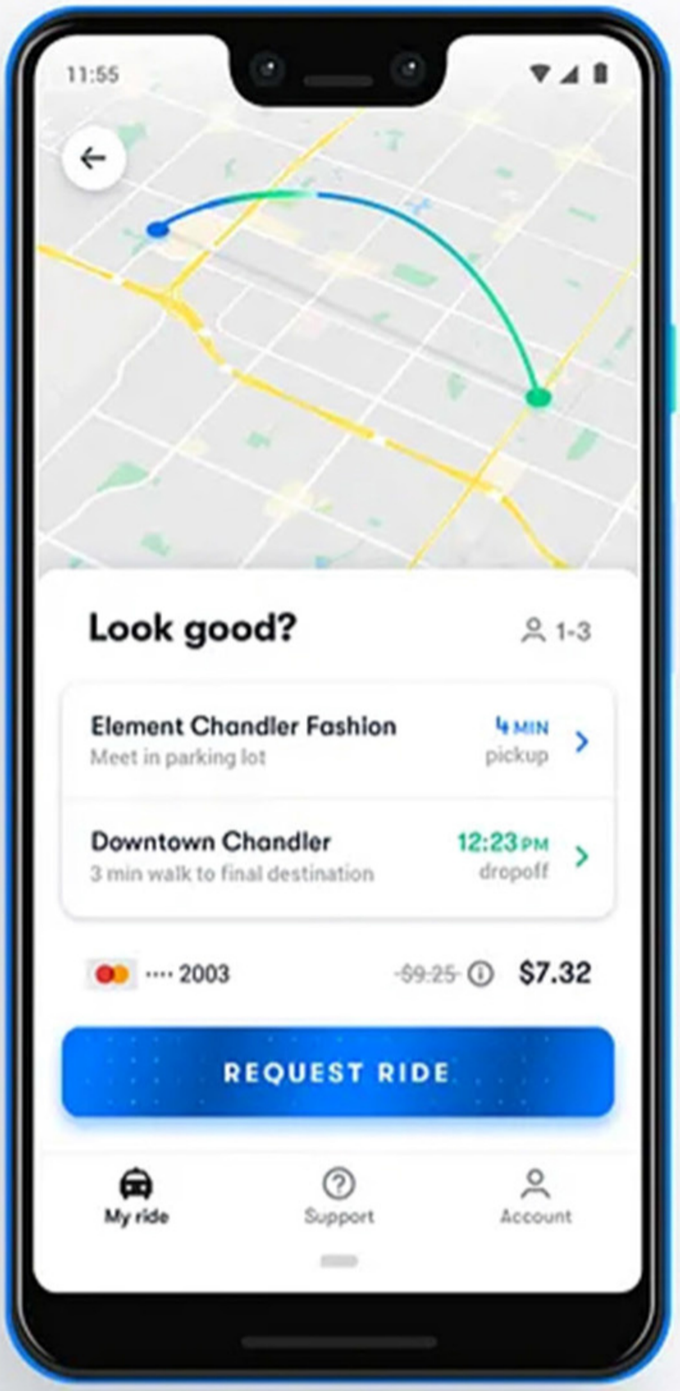



11:55
BEST DROPOFF
12:23 PM
3 min

Drop off here?

Downtown Chandler
3 min walk to final destination

Save
CONFIRM DROPOFF
My ride
Support
Account


11:55

Look good?

1-3

Element Chandler Fashion
Meet in parking lot
4 MIN pickup

Downtown Chandler
3 min walk to final destination
12:23 PM dropoff

···· 2003 ~~$9.25~~ $7.32

REQUEST RIDE
My ride
Support
Account

lack of early notification before expansions, demanding better coordination with police and fire departments.

The company's methodical rollout, starting with select riders, seeks to address these concerns, but scaling up without friction remains a challenge.

COMPETITION AND FUTURE PATHS

Waymo isn't alone in the robotaxi race. Tesla plans to launch paid autonomous rides in Texas, with California next on its list, though its self-driving tech lags behind Waymo's. General Motors' Cruise, once a rival, halted operations after a serious pedestrian incident, leaving Waymo as the only U.S. company running uncrewed robotaxi services at scale. Smaller players like Zoox test in limited areas, but none match Waymo's footprint.

The company's $5.6 billion funding round, led by Alphabet, fuels its growth, supporting new cities like Atlanta and Miami. Waymo's shift to cheaper Zeekr electric vehicles from Jaguar I-Pace models could cut costs, making rides more affordable. These moves aim to solidify Waymo's lead, but scaling to highways and airports—key for outpacing Uber—requires further testing.

Public perception will shape Waymo's future. Supporters, including business groups and cycling advocates, praise its safety and accessibility, but critics demand stricter rules. As Waymo adds cities, it must prove its vehicles are safer than human drivers while addressing job loss fears and building trust. The balance between innovation and responsibility will define its role in California's transport landscape.

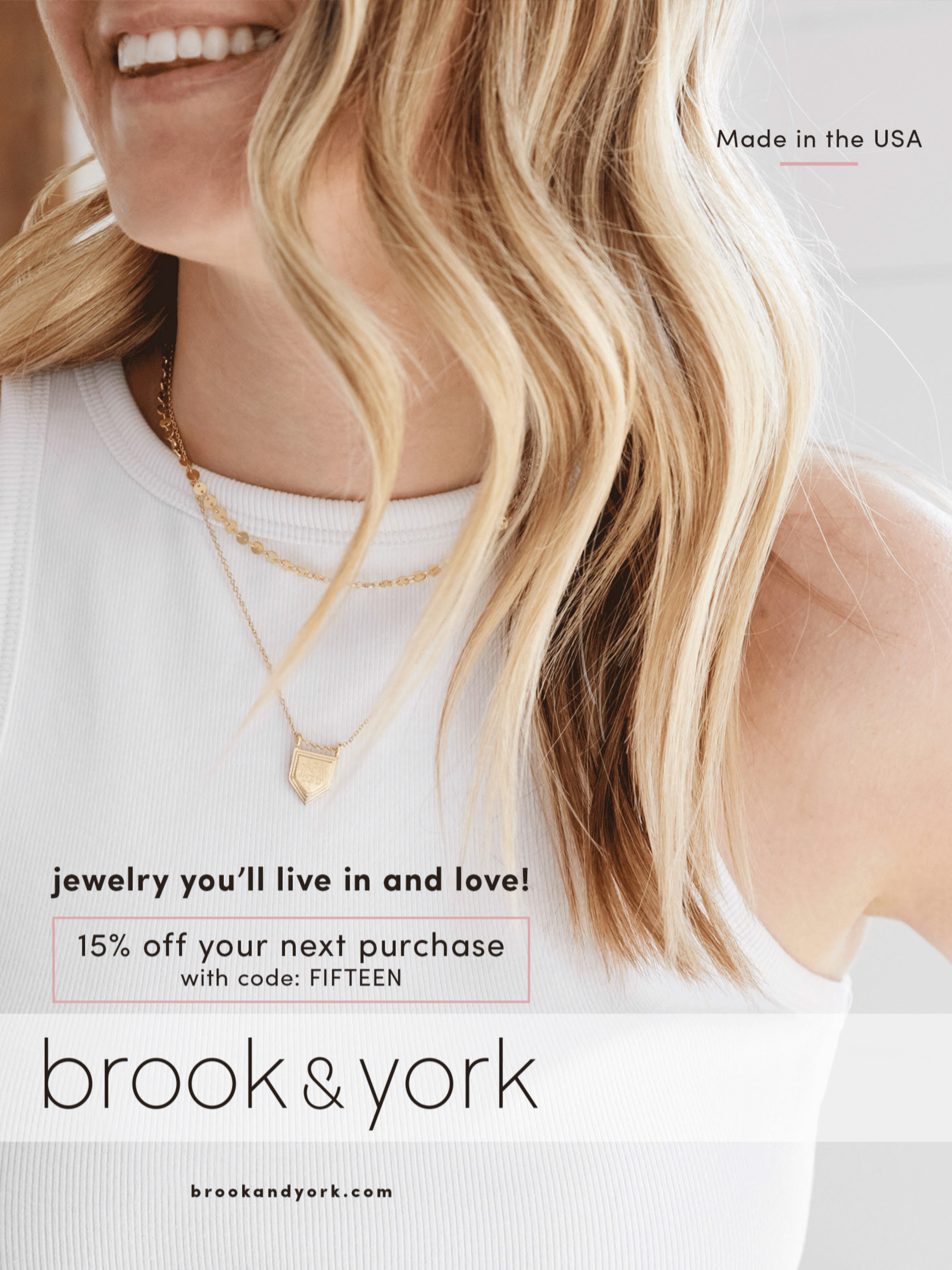
JAGUAR
WAYMO

WAYMO'S VISION UNFOLDS

Waymo's expansion reflects a bet on a driverless future, where autonomous vehicles handle rides, deliveries, and more. The company's virtual simulator, Carcraft, tests millions of scenarios daily, refining its tech to navigate real-world chaos. Partnerships with community groups, like delivering groceries to low-income families, aim to show robotaxis as a public good.

The service's growth raises bigger questions. Can driverless cars reduce traffic deaths, which claim thousands yearly? Will they reshape cities, cutting parking needs or boosting sprawl? Waymo's data suggests fewer crashes, but scaling safely across diverse urban landscapes tests its limits. The company's cautious pace—expanding gradually, testing rigorously—seeks to answer these doubts.

As Waymo's robotaxis roll into new neighborhoods, they carry the promise of convenience and safety, tempered by the challenge of earning public trust. The journey is as much about technology as it is about proving driverless cars belong on California's streets, navigating not just roads but the complexities of human expectations.



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DOGE

X UNVEILS XCHAT WITH ENCRYPTION AND NEW MESSAGING TOOLS

A NEW MESSAGING SYSTEM EMERGES

Elon Musk announced XChat, a revamped direct messaging system for X. The feature, now in beta for select paid subscribers, introduces end-to-end encryption, disappearing messages, file sharing, and audio and video calls. Musk shared the news in a post on X, describing XChat as built on Rust, a programming language known for speed and security, with a fresh architecture designed to enhance privacy and functionality.

Unlike X's earlier messaging, which allowed only media files and offered limited encryption for paid users since May 2023, XChat expands the scope. Users can send any file type, from documents to code, and make calls without needing a phone number. The system is secured with a four-digit passcode, adding an extra layer of protection. The beta rollout targets X Premium subscribers, with a wider release planned soon, provided no scaling issues arise.

This isn't a standalone app but an integrated feature within X, replacing the platform's outdated direct messaging. The timing follows X's pause on its previous encrypted DMs, suggesting a complete overhaul to address user privacy concerns and compete with apps like WhatsApp and Signal.

The shift responds to growing demand for secure communication, especially as X aims to become a central hub for digital interactions.

DECODING THE ENCRYPTION CLAIM

Musk's mention of "Bitcoin-style encryption" sparked debate among tech experts. Bitcoin relies on cryptographic signatures and public key cryptography, not traditional encryption, to secure transactions on its transparent blockchain. Critics, including Bitcoin Core developer Luke Dashjr, noted that Bitcoin doesn't use end-to-end encryption, questioning Musk's terminology. Some speculated he meant peer-to-peer encryption, like Bitcoin's BIP-324 protocol for node communication, but X hasn't clarified the specifics.

XChat's help page, updated with the launch, confirms end-to-end encryption for messages, meaning only the sender and recipient can read them. However, it warns that the system lacks protections against man-in-the-middle attacks, and X could access messages under legal compulsion. This falls short of the robust encryption offered by Signal or WhatsApp, raising doubts about XChat's security claims. The feature is still in beta, with improvements expected before full release.

The encryption debate highlights a broader challenge. X's push for privacy comes amid skepticism about its data practices, fueled by reports of excessive data collection under Musk's leadership. Element CEO Matthew Hodgson argued that without open protocols and transparency, XChat's security claims risk being seen as marketing hype. Despite this, the use of Rust suggests a focus on secure coding, potentially strengthening the system's foundation.

Image: Mateusz Slodkowski

Zoom
X

ENHANCING COMMUNICATION FEATURES

XChat's features go beyond encryption. Disappearing messages allow users to set timers for messages to vanish, adding a layer of privacy for sensitive conversations. The ability to send any file type—unlike X's previous media-only restriction—makes XChat versatile for sharing documents, images, or software. Audio and video calls, accessible across platforms without a phone number, position XChat as a rival to Zoom or Discord, not just messaging apps.

The beta interface, shared by app researcher Nima Owji, supports advanced group chats and a vanish mode, hinting at a richer user experience. Owji's screenshots, posted in April, showed XChat's readiness for launch, with a clean design tailored for both casual and professional use. The feature's cross-platform calling, which doesn't require linking a phone number, adds flexibility, especially in regions with limited telecom infrastructure.

These additions reflect X's evolution from a public forum to a multifaceted platform. With 600 million monthly active users, X has a vast audience to engage. The challenge is ensuring these features feel seamless, not tacked on, as users accustomed to X's simplicity may resist a shift toward a more complex app. Recent outages, which disrupted timelines and messaging, underscore the need for stability as XChat rolls out.

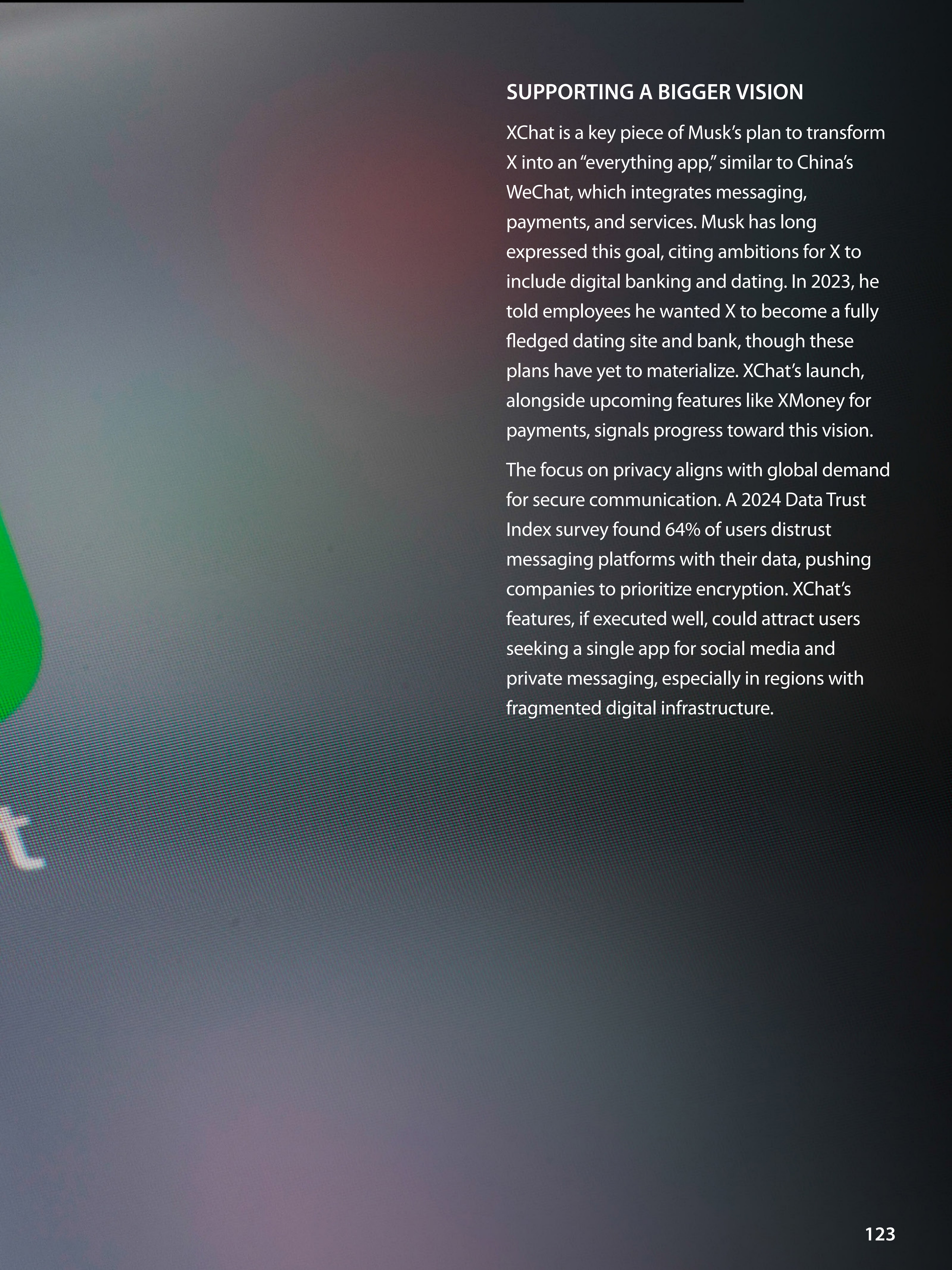
COMPETING IN A CROWDED MARKET

XChat enters a competitive field dominated by WhatsApp, Telegram, and Signal, each offering encrypted messaging and robust features. WhatsApp, with over 3 billion users, recently introduced ads but maintains end-to-end encryption across chats and calls. Signal emphasizes privacy with open-source protocols, while Telegram offers flexibility for large groups. XChat's integration within X gives it a unique edge, leveraging the platform's social media base, but it must prove its security to win trust.

The market isn't just about features. Privacy concerns drive user choices, especially after high-profile data scandals. X's history, including allegations of collecting excessive user data, could hinder adoption. Social media posts on X show mixed sentiment, with some users excited about XChat's potential to rival WhatsApp, while others question its reliability due to recent platform instability. The beta phase allows X to refine the feature, but a glitchy rollout could dampen enthusiasm.

Musk's vision positions XChat against not only messaging apps but also broader communication platforms. By offering calls and file sharing, XChat challenges tools like Google Meet, appealing to users seeking an all-in-one solution. However, competitors' established user bases and proven security make this an uphill battle. Users provide a strong starting point, but engagement depends on delivering a polished experience.

WeChat



SUPPORTING A BIGGER VISION

XChat is a key piece of Musk's plan to transform X into an "everything app," similar to China's WeChat, which integrates messaging, payments, and services. Musk has long expressed this goal, citing ambitions for X to include digital banking and dating. In 2023, he told employees he wanted X to become a fully fledged dating site and bank, though these plans have yet to materialize. XChat's launch, alongside upcoming features like XMoney for payments, signals progress toward this vision.

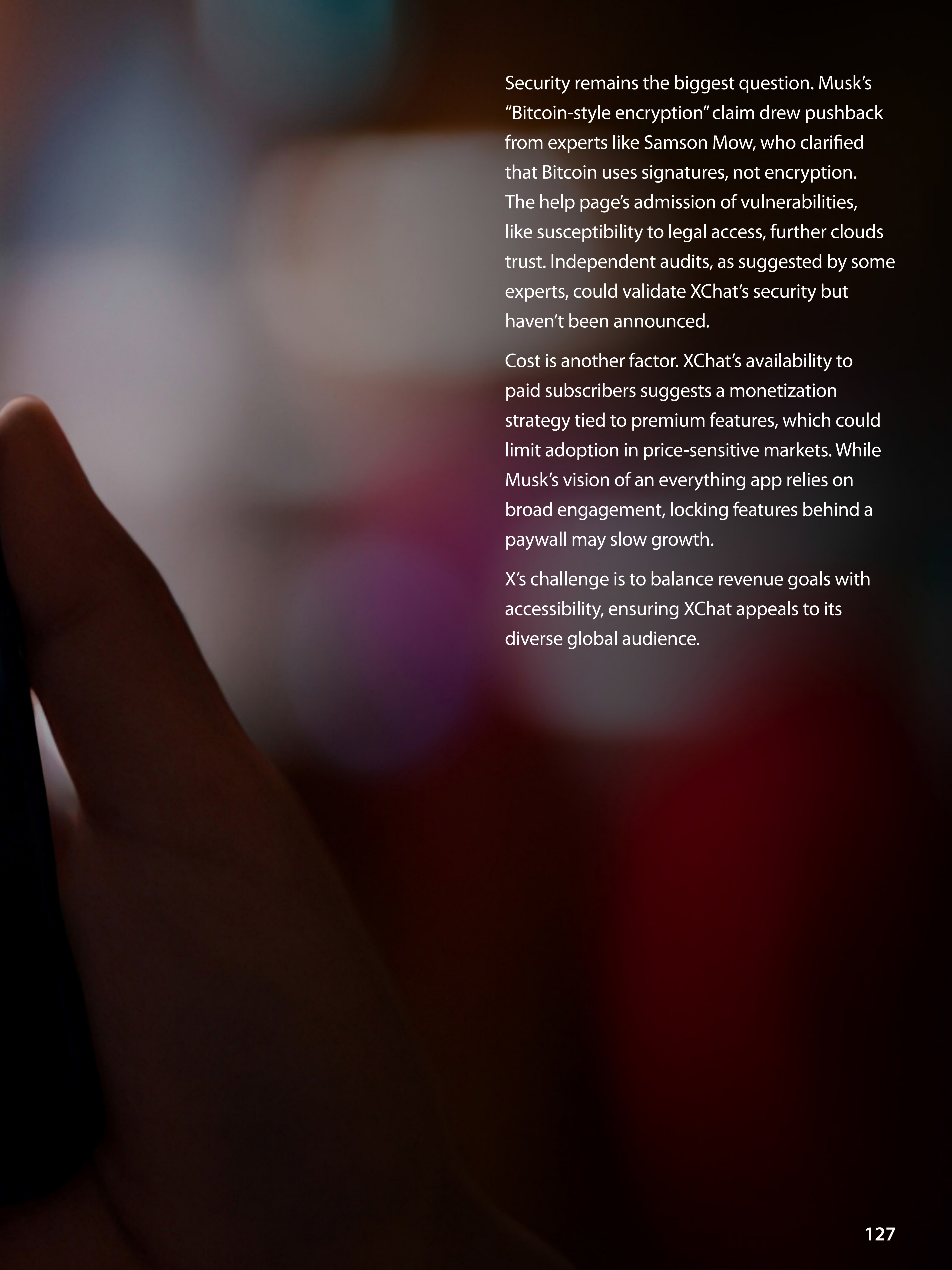
The focus on privacy aligns with global demand for secure communication. A 2024 Data Trust Index survey found 64% of users distrust messaging platforms with their data, pushing companies to prioritize encryption. XChat's features, if executed well, could attract users seeking a single app for social media and private messaging, especially in regions with fragmented digital infrastructure.

Execution is critical. X’s recent outages, reported across timelines and messaging, raise concerns about reliability. The pause on encrypted DMs before XChat’s launch suggests a rush to overhaul the system, which could lead to bugs. Musk’s emphasis on a new architecture built on Rust offers hope for stability, but the beta phase will test whether X can deliver on its promises without compromising user experience.

ADDRESSING USER CONCERNS

Users accustomed to X as a public platform may hesitate to adopt it for private messaging, especially given privacy skepticism. Posts on X highlight excitement for features like vanishing messages but also doubt about security, with some calling XChat a “WhatsApp killer” while others cite outages as a red flag.

The beta’s limited access to paid subscribers adds another barrier, potentially alienating free users.



Security remains the biggest question. Musk's "Bitcoin-style encryption" claim drew pushback from experts like Samson Mow, who clarified that Bitcoin uses signatures, not encryption. The help page's admission of vulnerabilities, like susceptibility to legal access, further clouds trust. Independent audits, as suggested by some experts, could validate XChat's security but haven't been announced.

Cost is another factor. XChat's availability to paid subscribers suggests a monetization strategy tied to premium features, which could limit adoption in price-sensitive markets. While Musk's vision of an everything app relies on broad engagement, locking features behind a paywall may slow growth.

X's challenge is to balance revenue goals with accessibility, ensuring XChat appeals to its diverse global audience.

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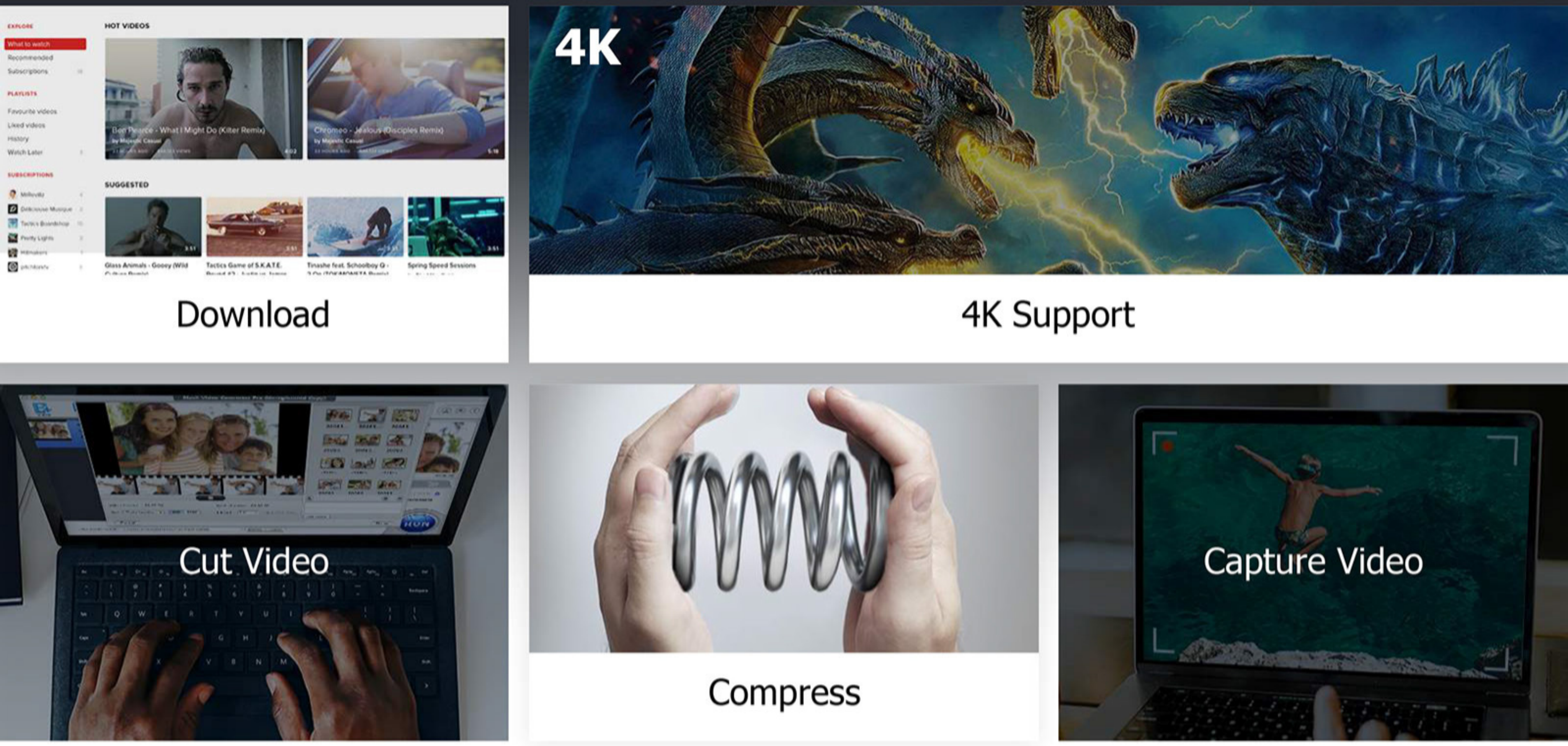
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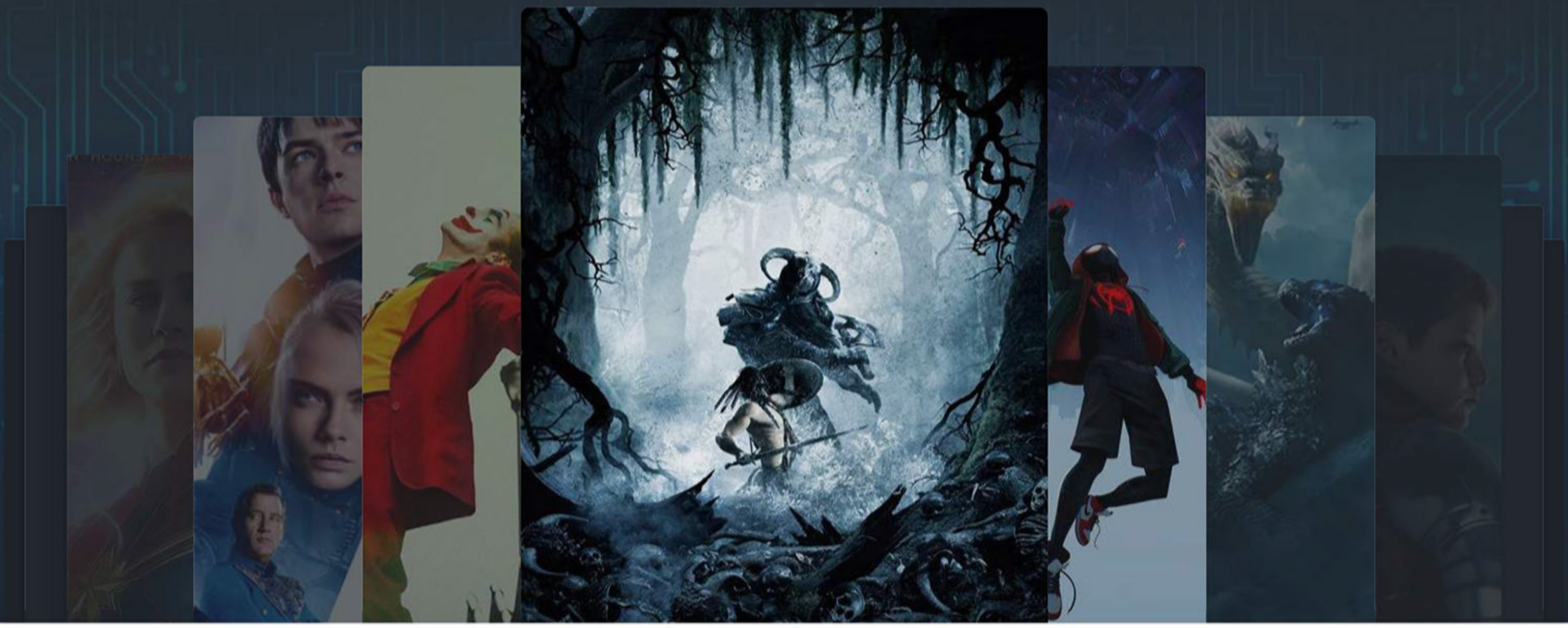

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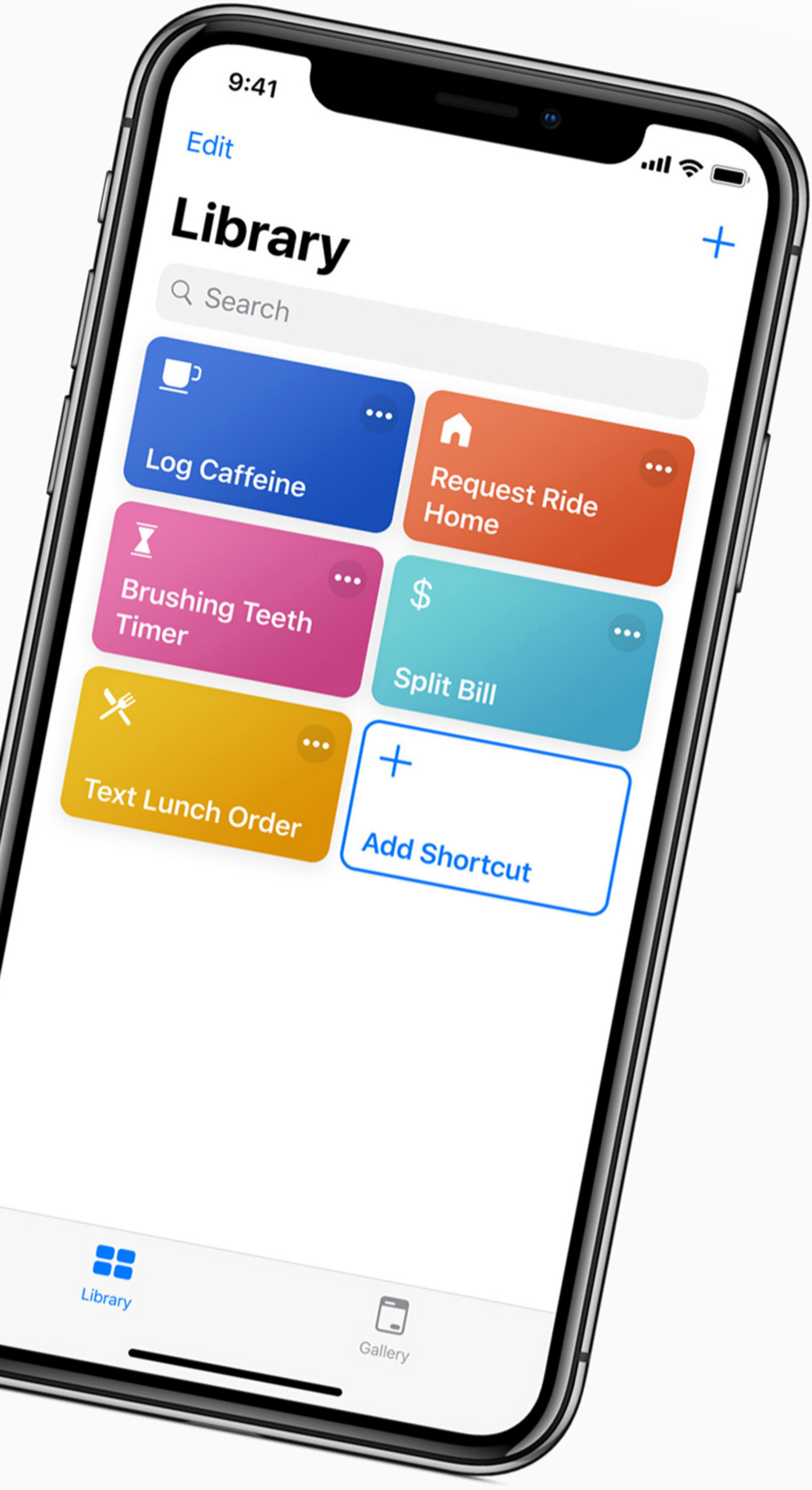
SHORTCUTS APP BRINGS CHATBOT-STYLE AI TO IOS 26

Apple’s Shortcuts app in iOS 26 introduces a feature that lets users interact with Apple Intelligence language models in a conversational way, resembling a chatbot experience.

Unlike a dedicated AI app, this functionality is tucked into Shortcuts, allowing custom queries to tap into Apple’s in-house AI for answers, summaries, or creative tasks. The feature, available in beta, offers a glimpse of how Apple weaves AI into its ecosystem without a standalone chatbot.

Setting it up is straightforward. Users open Shortcuts, create a new action, and select “Use Model” to access Apple Intelligence. They can type a question, like finding coffee shops or drafting a recipe, and the system responds in a natural, chat-like tone. A follow-up option lets users ask related questions, mimicking a threaded conversation, though it lacks a chat history or persistent interface. This simplicity makes it accessible to anyone familiar with Shortcuts.

The feature supports three models: an on-device version for quick, private responses; a cloud-based model using Private Cloud Compute for more complex queries; and ChatGPT for users with it installed. Each model handles tasks differently, with on-device prioritizing speed and privacy, while the cloud offers richer answers but requires internet. The flexibility lets users choose based on their needs, from offline brainstorming to web-informed research.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Split Bill
Text Lunch Order
+
Add Shortcut
Library
Gallery

Apple Intelligence

WHAT IT CAN DO

The Shortcuts AI action handles a range of tasks, from practical to playful. Users can ask for restaurant recommendations, getting detailed suggestions with notes on ambiance or menu highlights. A query about leftover ingredients might yield recipe ideas with step-by-step prep tips, like wilting spinach just right. The system can summarize PDFs open in Safari, extract action items from meeting notes, or even write a haiku on demand.

Pre-built Shortcuts in the app's Gallery show its versatility. One option generates a morning summary, pulling from a user's calendar, weather, and reminders to outline the day. Another creates recipes from fridge leftovers, while a third checks if a TV show's new season is out. These ready-made actions help users see the potential without building from scratch, though custom setups offer more control.

The conversational tone stands out. Responses feel like chatting with a friend, not a stiff AI. Asking about coffee shops might get blurbs on cozy seating or noise levels, while a follow-up on seasonal drinks brings tailored details. The system avoids overconfidence, admitting when it lacks answers, unlike some chatbots that invent facts. This honesty, paired with Apple's privacy focus, makes it a reliable tool for everyday queries.

LIMITS OF THE CHATBOT EXPERIENCE

Despite its strengths, the Shortcuts AI isn't a full-fledged chatbot. It lacks a dedicated interface, requiring users to run a Shortcut for each query. There's no chat history or memory, so each prompt starts fresh, which can feel clunky for ongoing conversations. The experience is more like firing off one-off questions than chatting with a persistent assistant.

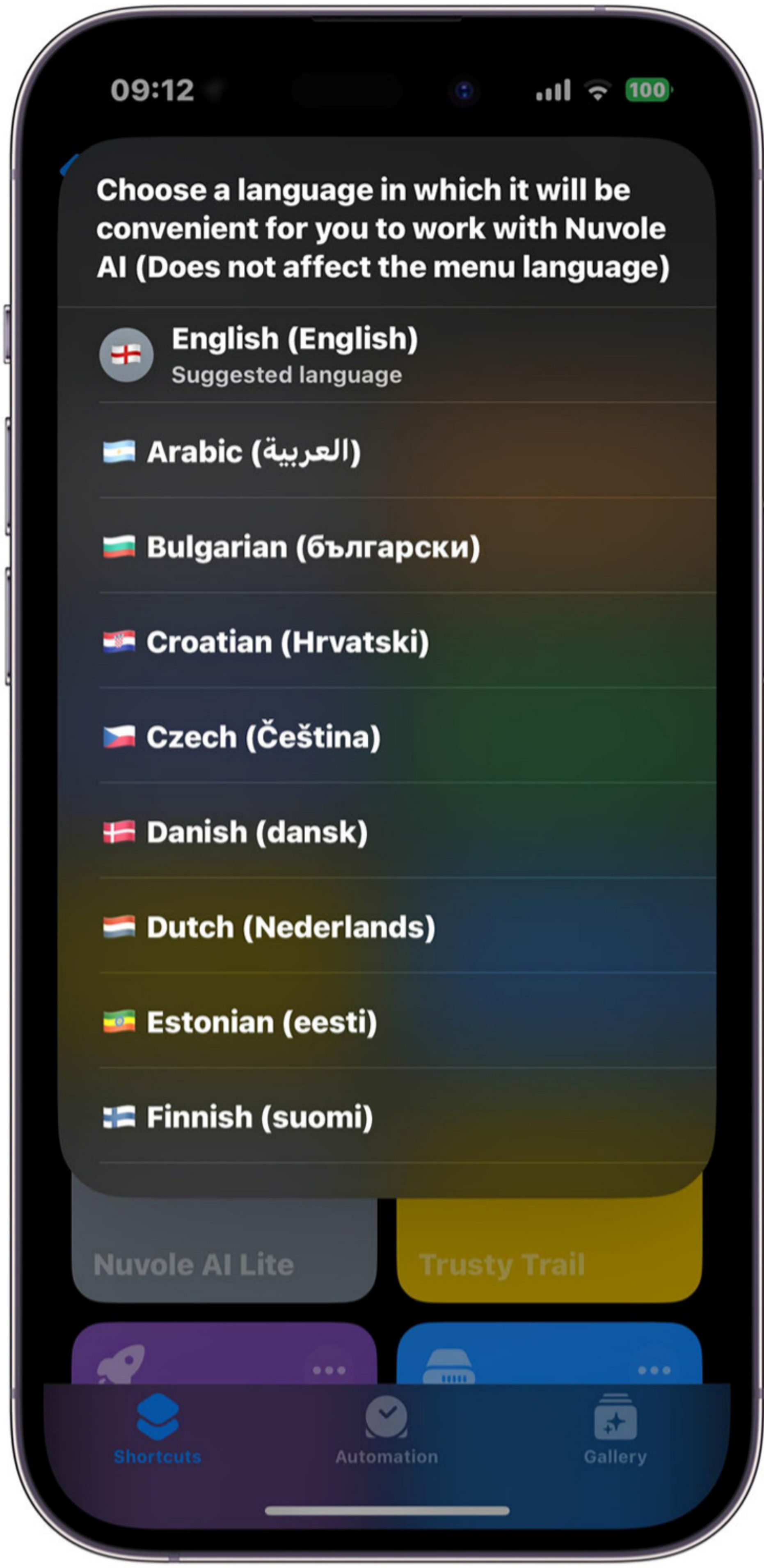
Knowledge gaps exist too. Complex or recent topics, like tech conference details, may stump the system, leading to vague or incorrect replies. Hallucinations—AI-generated falsehoods—can occur, such as fabricating historical facts or inventing details about obscure subjects. Guardrails prevent unethical requests, like forging documents, but factual errors remain a risk, especially with creative prompts.

The feature's reliance on Shortcuts means it's not for everyone. Casual users might find the app intimidating, despite its streamlined design. Setting up custom actions requires some tinkering, which could deter those expecting a plug-and-play chatbot. Apple's focus on power users suggests this is a testbed for future AI, not a mass-market solution yet.

HOW IT FITS INTO APPLE'S AI PLAN

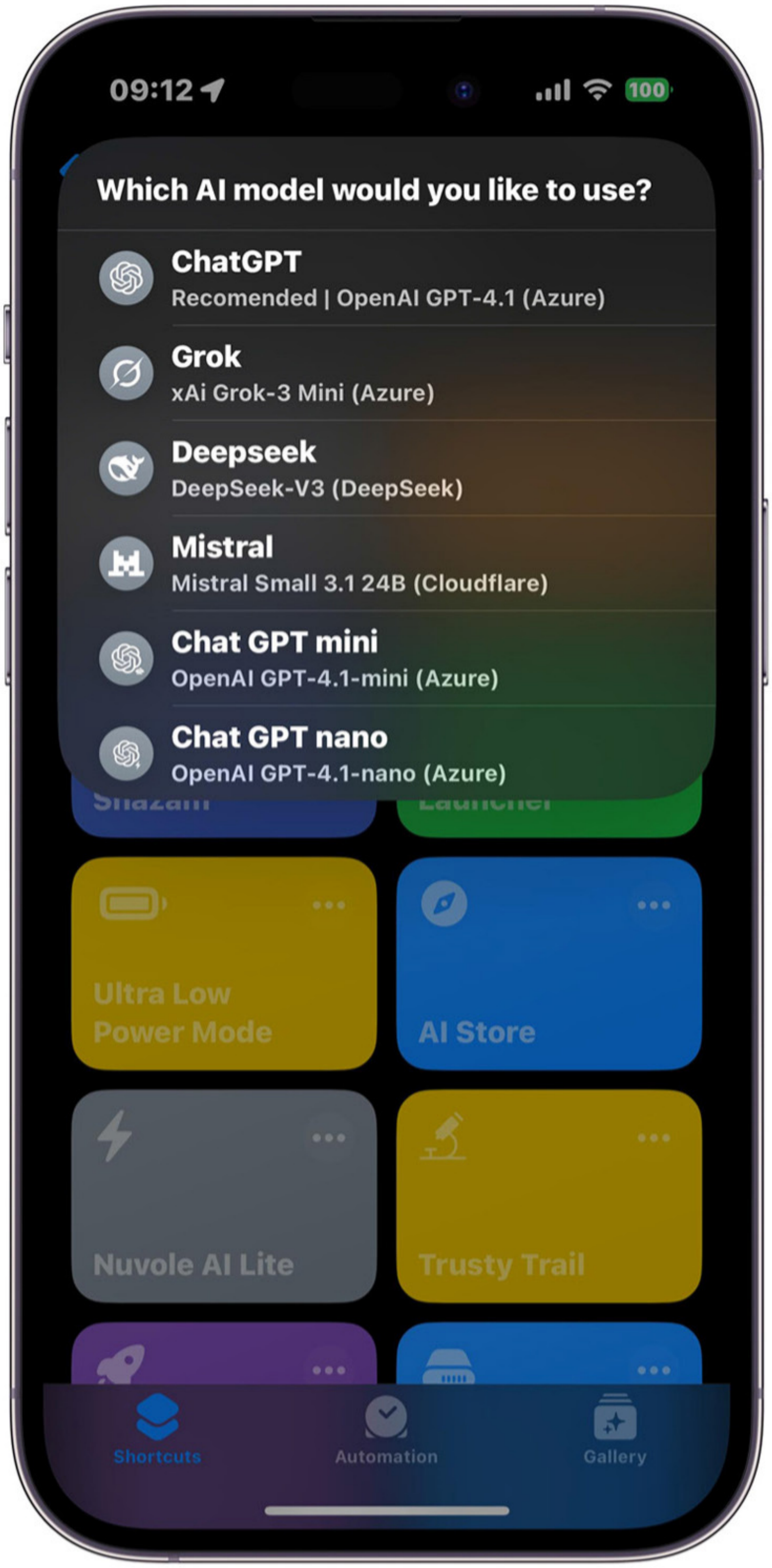
Apple's executives have downplayed chatbot ambitions, insisting their focus is on practical features, not conversational AI. Yet, Shortcuts' new action behaves like a chatbot, letting users prompt Apple Intelligence directly. This contradiction hints at a broader strategy: embedding AI across iOS without a flashy, branded app. Shortcuts serves as a sandbox for testing conversational AI while keeping it low-key.

The feature ties into Apple Intelligence's broader suite, which includes Writing Tools for text editing, Image Playground for creating visuals,



Choose a language in which it will be convenient for you to work with Nuvole AI (Does not affect the menu language)

- English (English)
  Suggested language
- Arabic (العربية)
- Bulgarian (български)
- Croatian (Hrvatski)
- Czech (Čeština)
- Danish (dansk)
- Dutch (Nederlands)
- Estonian (eesti)
- Finnish (suomi)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Which AI model would you like to use?

ChatGPT
Recomended | OpenAI GPT-4.1 (Azure)

Grok
xAi Grok-3 Mini (Azure)

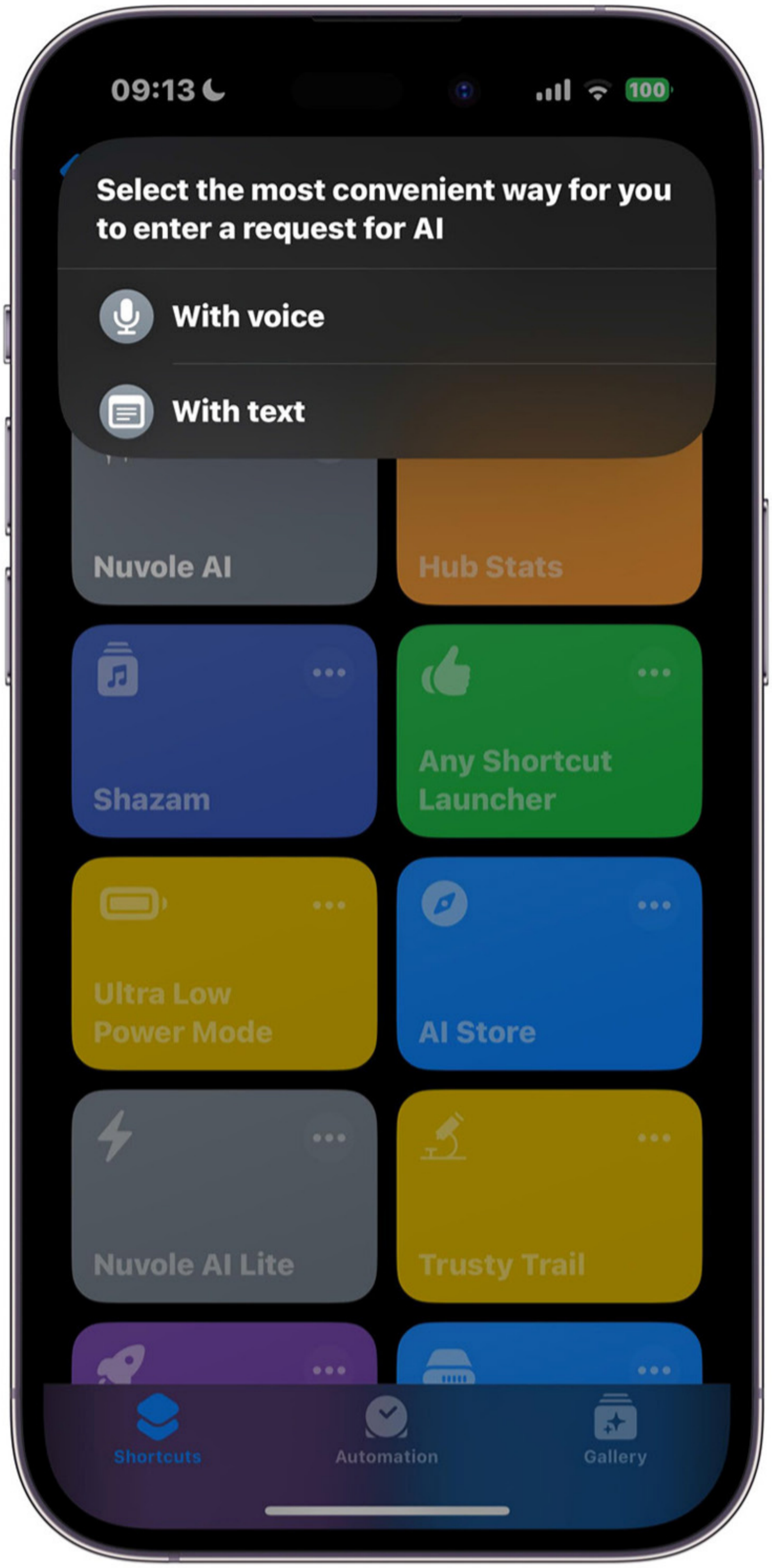
Deepseek
DeepSeek-V3 (DeepSeek)

Mistral
Mistral Small 3.1 24B (Cloudflare)

Chat GPT mini
OpenAI GPT-4.1-mini (Azure)

Chat GPT nano
OpenAI GPT-4.1-nano (Azure)

Ultra Low Power Mode
AI Store
Nuvole AI Lite
Trusty Trail
Shortcuts
Automation
Gallery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Select the most convenient way for you to enter a request for AI

With voice

With text

Nuvole AI
Hub Stats
Shazam
Any Shortcut Launcher
Ultra Low Power Mode
AI Store
Nuvole AI Lite
Trusty Trail
Shortcuts
Automation
Gallery

and Visual Intelligence for screen analysis. Shortcuts integrates these, letting users chain AI actions with app data, like summarizing a calendar or emailing a PDF.

This automation focus aligns with Apple's goal of making devices anticipate needs, not just respond to commands.

Privacy remains central. On-device processing keeps most queries local, while cloud models use Private Cloud Compute to avoid storing data. Users can opt for ChatGPT, but Apple's models prioritize security, appealing to those wary of cloud-based AI.

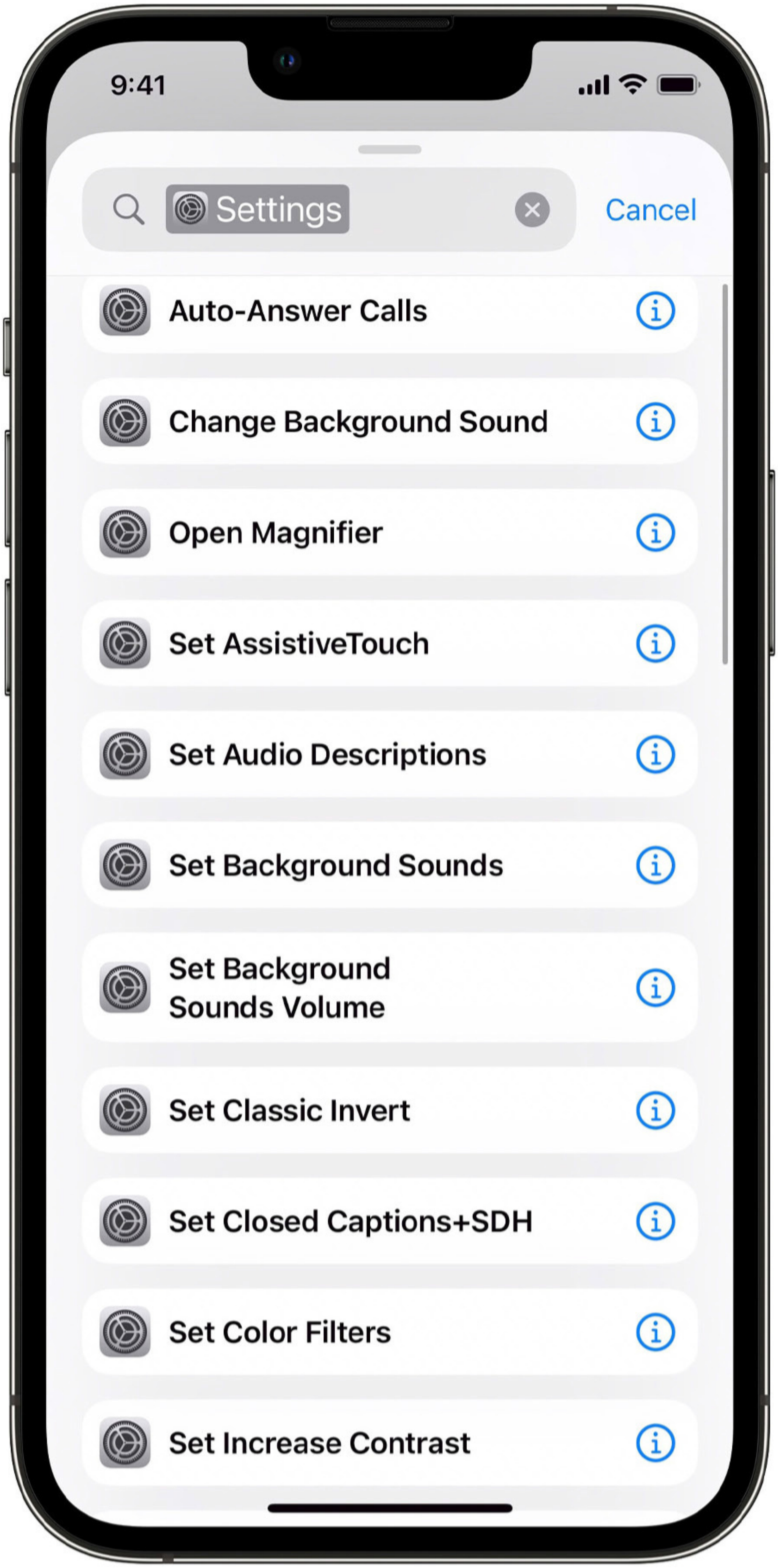
FUTURE POTENTIAL AND CHALLENGES

Shortcuts' AI action opens new possibilities. A student might build a Shortcut to compare lecture notes with audio transcripts, catching missed points. A professional could automate meeting summaries, pulling action items and emailing them to colleagues.

Creative users might craft workflows for generating art or writing prompts, blending AI with apps like Notes or Reminders.

Developers are key to its success. The "Use Model" action lets apps tap Apple Intelligence via App Intents, enabling third-party integrations. A travel app could use it to suggest itineraries, or a fitness app to draft workout plans. But developers need time to adopt this, and limited beta access slows progress. If adoption lags, the feature's impact could be niche.

Challenges persist. The lack of a full chat interface hampers usability, and factual errors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Cancel
Auto-Answer Calls
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Open Magnifier
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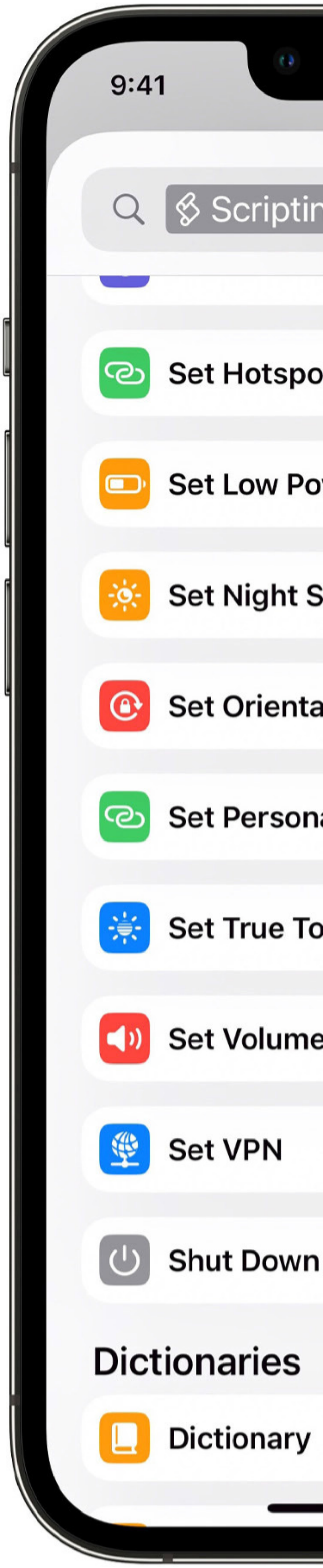
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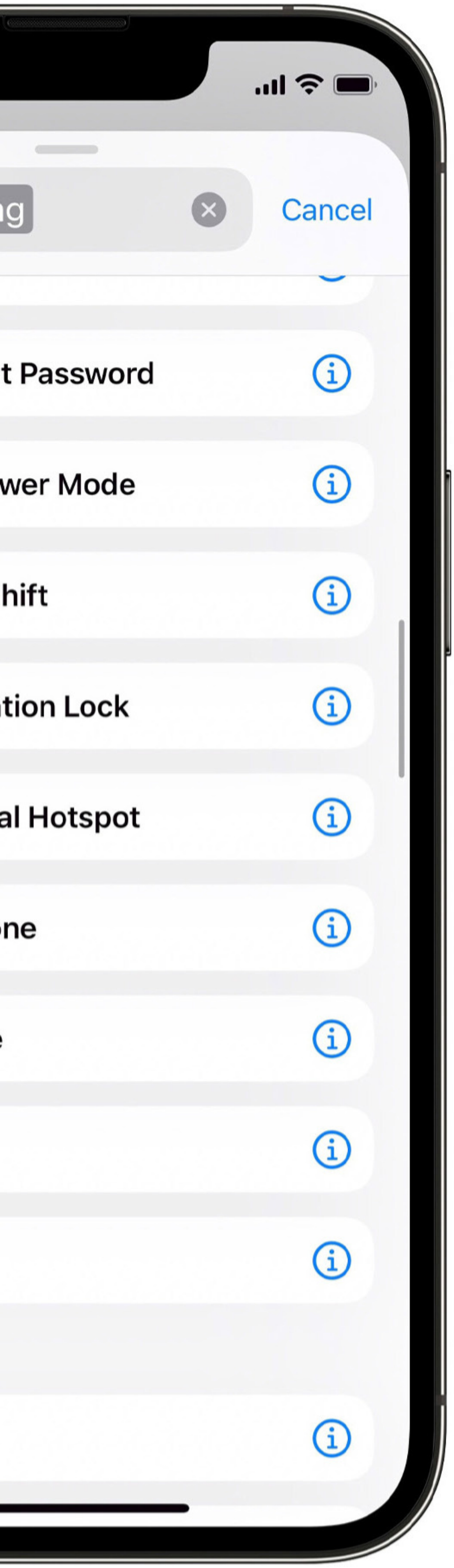
Dictionary



require careful user oversight. Apple must refine the models to reduce hallucinations while expanding their knowledge base. Mainstream users may overlook Shortcuts, seeing it as a power-user tool, unless Apple markets it more broadly. The beta phase offers a chance to iron out these kinks, but the road to a polished experience is long.

WHERE IT LEADS

Shortcuts' chatbot-like feature hints at Apple's AI future. If refined, it could evolve into a Siri replacement, handling queries with nuance and app integration. The system's ability to chain actions—like summarizing a webpage, then texting it—shows how AI can simplify tasks. As Apple expands its language models, Shortcuts could become a hub for custom automation, blending AI with daily workflows.

The feature's privacy-first design sets it apart. By keeping most processing local, Apple appeals to users skeptical of data-sharing AI. Yet, the trade-off is a narrower knowledge scope, which may frustrate those used to web-savvy chatbots.

Apple's challenge is balancing privacy with capability, ensuring users get rich answers without compromising security.

Rivals like ChatGPT offer polished chat experiences, but Apple's integration into iOS gives Shortcuts an edge for device-specific tasks. The system's potential lies in its flexibility, letting users craft their own AI interactions.

Whether it stays a power-user tool or goes mainstream depends on how Apple builds on this foundation, refining the tech and making it more accessible.

WHATSAPP EMBRACES ADS, SHIFTING ITS CORE IDENTITY

Meta Platforms announced on June 16, 2025, that WhatsApp, its global messaging giant, will display ads for the first time, marking a pivotal shift for the app acquired for $19 billion in 2014. The ads will appear in the Updates tab, a section hosting Status posts and Channels, used by roughly 1.5 billion people daily. This move diverges from WhatsApp's original ad-free ethos, championed by founders Jan Koum and Brian Acton, who prioritized simplicity and privacy over commercial features.

4
atsApp

The decision reflects Meta's broader strategy to monetize WhatsApp's massive user base, now exceeding 3 billion monthly active users. Unlike personal chats, which remain untouched, the Updates tab will feature status ads prompting users to message businesses directly. Channels will also introduce search ads and subscription options, allowing administrators to charge for exclusive content. Meta plans to take a 10% cut of these subscriptions eventually, though not at launch.

This shift isn't just about revenue. It's a response to Meta's need to fund ambitious AI investments, including a $14.3 billion stake in Scale AI. With advertising driving 98% of Meta's $164.5 billion revenue last year, WhatsApp's untapped potential offers a lucrative frontier. The Updates tab's high traffic makes it a natural starting point, balancing monetization with the app's core messaging function.

BALANCING PRIVACY WITH PROFIT

WhatsApp's ad rollout comes with assurances that privacy remains intact. Personal messages, calls, and statuses are end-to-end encrypted, meaning Meta cannot access their content to target ads. Instead, the company will use basic data—user location, language, device type, and interactions with ads or Channels—to personalize promotions. Users linking their WhatsApp accounts to Facebook or Instagram may see more tailored ads, leveraging Meta's broader data ecosystem.

This approach aims to address privacy concerns that have dogged Meta since its 2014 acquisition of WhatsApp. The app's founders, who left in 2018 after clashing with Meta over monetization, had fiercely opposed ads, viewing them as intrusive. A 2021 privacy policy update, which allowed data sharing with Meta's other platforms, sparked backlash and a 225 million euro fine from Ireland's Data Privacy Commissioner. The current strategy, limiting ads to the Updates tab, seeks to avoid similar missteps.

Still, the balance is delicate. European markets, where WhatsApp is primarily a messaging tool, may resist ads more than regions like India or Brazil, where the app doubles as a social platform. Social media expert Matt Navarra warned that turning WhatsApp into a content-heavy feed risks alienating users who value its simplicity. Meta's challenge is to integrate ads without disrupting the app's clean, private user experience.

from
Meta

LEVERAGING THE UPDATES TAB

The choice of the Updates tab as the ad hub is strategic. Introduced in June 2023, the tab houses Status, a feature akin to Instagram Stories where users share disappearing photos, videos, or text, and Channels, a broadcast tool for brands and creators. With 1.5 billion daily visitors, the tab offers a high-traffic venue for ads without cluttering personal chats. Status ads, for instance, allow businesses to prompt direct messaging, mirroring Meta's successful click-to-message ads on Facebook and Instagram.

Channels are a key focus. Businesses can pay to boost their Channel's visibility in search results, attracting new followers. Subscription fees for exclusive Channel content add another revenue stream, with Meta planning to take a cut later. This model capitalizes on WhatsApp's evolution from a pure messaging app to a multifaceted platform, especially in markets like Latin America, where 92% of smartphone users rely on it for communication and business.

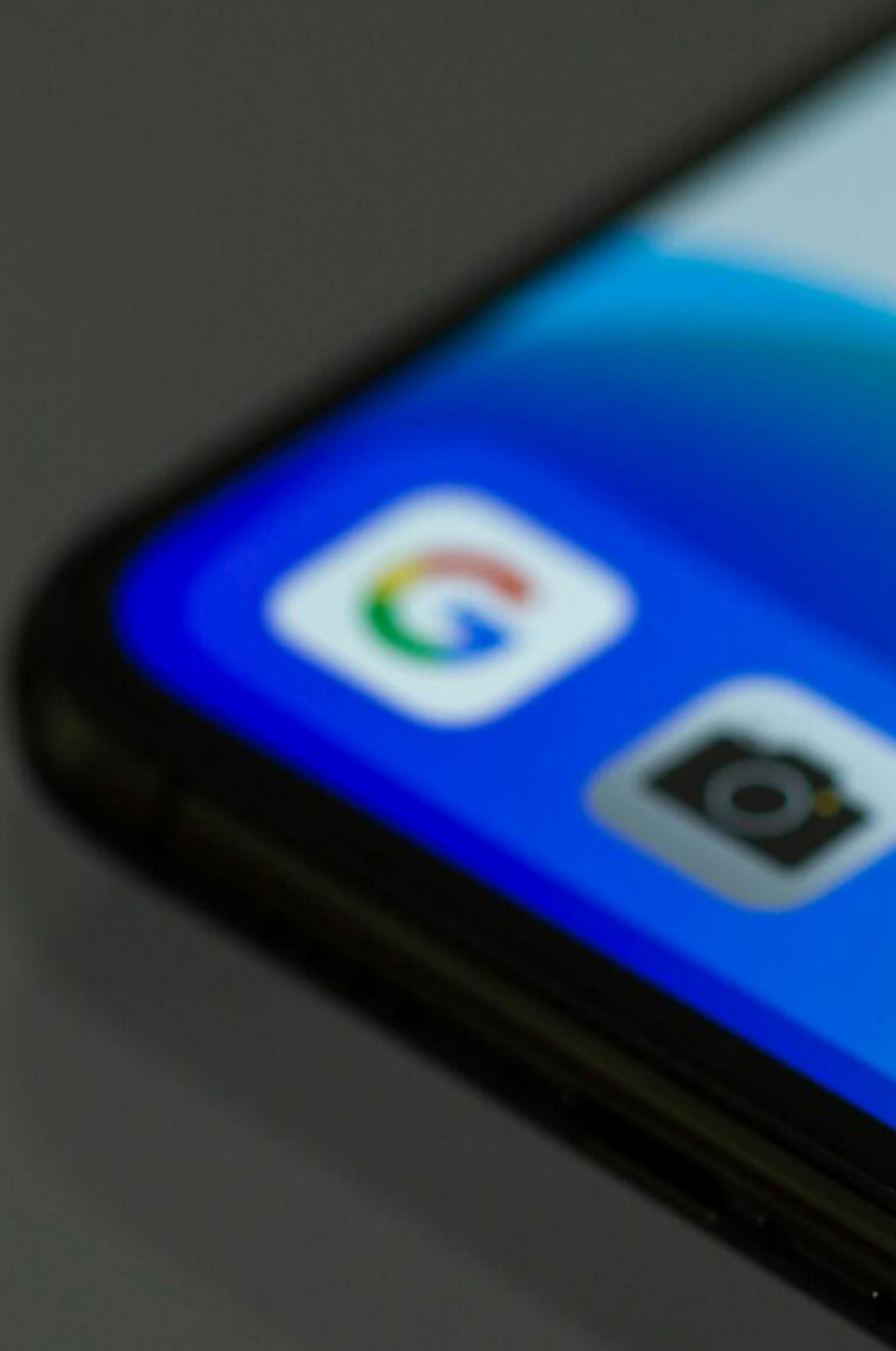
The Updates tab's role reflects WhatsApp's growing complexity. Once a minimalist app, it now supports voice calls, video sharing, and business tools, competing with platforms like Telegram and Signal. Ads in this tab aim to enhance discovery of products and Channels, but Meta must ensure they feel organic, not forced, to maintain user engagement.

EXPANDING BUSINESS OPPORTUNITIES

WhatsApp's ad rollout builds on its existing business ecosystem, which has grown significantly since the 2018 launch of the WhatsApp Business app. With over 200 million monthly active users, the app allows small businesses to message customers directly, while the WhatsApp Business platform, an API for larger firms, charges per conversation. These tools have driven billions in revenue, particularly from click-to-message ads on Meta's other platforms, which funnel users to WhatsApp chats.

The new ad features deepen this integration. Status ads enable businesses to initiate conversations within WhatsApp, streamlining customer engagement. For example, a retailer can post a status ad showcasing a sale, prompting users to message for details. Channels offer brands a way to broadcast updates to large audiences, with paid promotions ensuring wider reach. These tools target markets like India, where WhatsApp is a primary channel for business communication.

Meta's focus on business messaging aligns with its long-term vision. CEO Mark Zuckerberg has called WhatsApp the "next chapter" for the company, emphasizing its potential to rival traditional advertising on Facebook and Instagram. The ad rollout is a step toward this goal, leveraging WhatsApp's dominance in regions where SMS and phone calls are less reliable, positioning it as a global business hub.



FACING USER AND MARKET CHALLENGES

Introducing ads risks user pushback, particularly in privacy-sensitive regions. WhatsApp's 2021 privacy controversy showed how quickly trust can erode, with millions flocking to alternatives like Signal. The permanent Meta AI button, added recently and unremovable, has already sparked complaints, and ads could amplify perceptions that WhatsApp is becoming "Facebook-ified." Meta's promise to keep ads out of personal chats aims to mitigate this, but user tolerance remains uncertain.

Competition is another hurdle. Telegram and Signal offer ad-free, privacy-focused alternatives, appealing to users wary of Meta's data practices. European projects like ECOFED are pushing for independent messaging platforms, challenging U.S. tech dominance. WhatsApp's scale and business tools give it an edge, but maintaining user loyalty requires careful execution.

Cost could also limit adoption. While status ads and Channel promotions are accessible to small businesses, subscription fees and search ads may favor larger firms, potentially alienating smaller players. Meta's challenge is to make these features affordable while proving their value, especially in competitive markets where businesses have multiple messaging options.

Messages
WhatsApp
Telegram
WeChat
LINE
LINE
Signal

The broader market context adds pressure. Meta's heavy AI investments and antitrust scrutiny from the U.S. Federal Trade Commission demand robust revenue growth. WhatsApp's ad rollout is a calculated move to bolster Meta's financial position, but its success hinges on user acceptance and seamless integration, ensuring the app remains a trusted platform for billions.

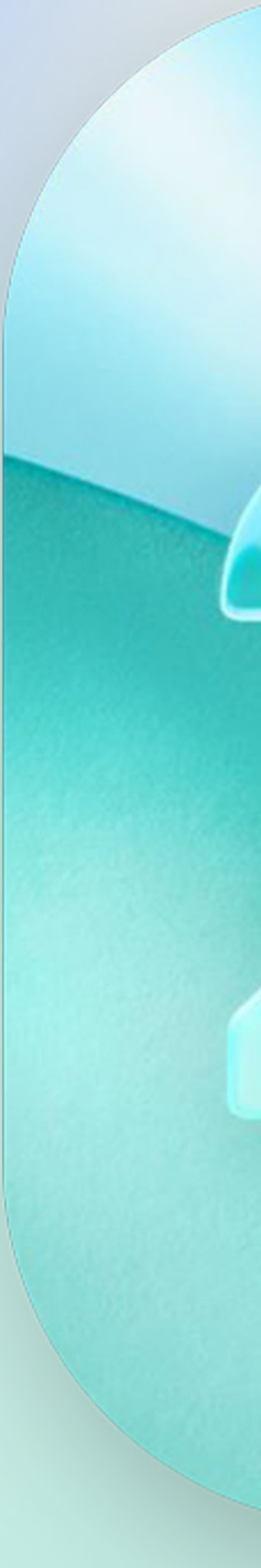
A PIVOTAL MOMENT FOR WHATSAPP'S FUTURE

WhatsApp's embrace of ads marks a turning point, blending its legacy of simplicity with Meta's commercial ambitions. The Updates tab's ad features—status promotions, Channel subscriptions, and search ads—open new revenue streams while preserving the privacy of personal chats. This balance reflects Meta's effort to evolve WhatsApp into a business powerhouse without alienating its global user base.

Businesses stand to gain from deeper engagement tools, from retailers sparking conversations to brands broadcasting updates. In regions where WhatsApp is a lifeline for communication, these features could transform how companies connect with customers, driving economic activity. The platform's infrastructure, backed by Meta's global resources, ensures scalability for this shift.

Yet, the path forward demands precision. User trust, once shaken, is hard to rebuild, and competitors are ready to capitalize on any misstep. By prioritizing privacy and user experience, Meta aims to make ads a natural part of WhatsApp's evolution, not a disruption. This strategy could redefine the app's role, cementing its place as a global leader in messaging and business communication.

IOS 26 SIMPLIFIES LOGINS WITH GMAIL, WHATSAPP CODE AUTOFILL



26

Apple revealed at its Worldwide Developers Conference on June 10, 2025, that iOS 26 introduces a feature allowing iPhone users to autofill one-time verification codes directly from third-party apps like Gmail and WhatsApp. Previously limited to Apple's Mail and Messages apps, this update expands the autofill system to detect codes in popular email and messaging platforms, streamlining two-factor authentication for millions. The feature, now in developer beta, responds to user frustration with manually copying codes from non-Apple apps.

The autofill works seamlessly. When a website or app prompts for a verification code, iOS 26 scans Gmail or WhatsApp for the incoming message, displaying the code above the keyboard for a single-tap entry. This eliminates the need to switch apps, copy the code, and paste it back, a process that could take several steps. X user Sankew06, who spotted the feature early, shared a screenshot showing a Gmail code autofilled during a login, highlighting its practicality.

The system also supports automatic deletion of used codes, keeping inboxes tidy. Users can enable this in Settings under General, Autofill & Passwords, where a Delete After Use toggle clears codes from Gmail or WhatsApp after entry. This builds on a similar iOS 17 feature for Apple's apps, now extended to third-party platforms, making it a significant quality-of-life improvement for iPhone owners relying on diverse apps.

WWDC25

BEYOND APPLE'S ECOSYSTEM

Earlier iOS versions restricted code autofill to Apple's Mail and Messages, leaving users of third-party apps like Gmail, Outlook, or WhatsApp to handle codes manually. This was a pain point, especially for the 1.9 billion Gmail users and 3 billion WhatsApp users worldwide.

iOS 26 changes that by integrating with these platforms, recognizing codes in their respective apps without requiring users to funnel accounts through Apple's Mail.

The feature's compatibility extends to other messaging apps, such as Google Voice, as noted by software engineer Jane Manchun Wong on X.

This broad support reflects Apple's shift toward inclusivity, acknowledging that many iPhone users prefer non-Apple services. Macworld reported that the system works with "any non-Apple email and messaging app," suggesting flexibility for apps like Telegram or Signal, though specific compatibility details remain limited in beta.

Setup is straightforward. Users ensure Autofill & Passwords is enabled in Settings and that their Gmail or WhatsApp apps are installed and logged in. No additional configuration is needed, as iOS 26 automatically detects codes based on standard formats, such as six-digit numbers in message subjects or bodies. This simplicity makes the feature accessible to both tech-savvy users and those less familiar with iPhone settings.

The expansion isn't just about convenience. It addresses a growing reliance on two-factor authentication, now standard for banking, social media, and e-commerce platforms. By supporting third-party apps, iOS 26 reduces friction in these logins, potentially encouraging wider adoption of secure authentication methods among iPhone users.

MACOS TAHOE JOINS THE PARTY

The autofill upgrade isn't limited to iPhones. macOS Tahoe, also unveiled at WWDC, brings similar improvements to Macs, allowing code autofill from third-party messaging apps in browsers like Chrome and Firefox. Previously, Mac users could only autofill codes from Apple's Messages in Safari, a limitation that frustrated those using alternative browsers or apps.

On Macs, the feature pulls codes from apps like WhatsApp or Google Voice, displaying them above the keyboard during login prompts. MacRumors contributor Aaron Perris confirmed this works across browsers, a significant step for users who prefer Chrome's extensions or Firefox's privacy features. The system also supports codes from Apple's Messages, ensuring consistency for those staying within Apple's ecosystem.

The macOS integration is particularly useful for professionals managing multiple accounts.

For instance, a freelancer using WhatsApp for client communication can now autofill codes without leaving their browser, saving time during busy workflows. The automatic deletion option, available in macOS Tahoe's System Settings, further streamlines inbox management, a boon for users drowning in verification emails.

Gmail

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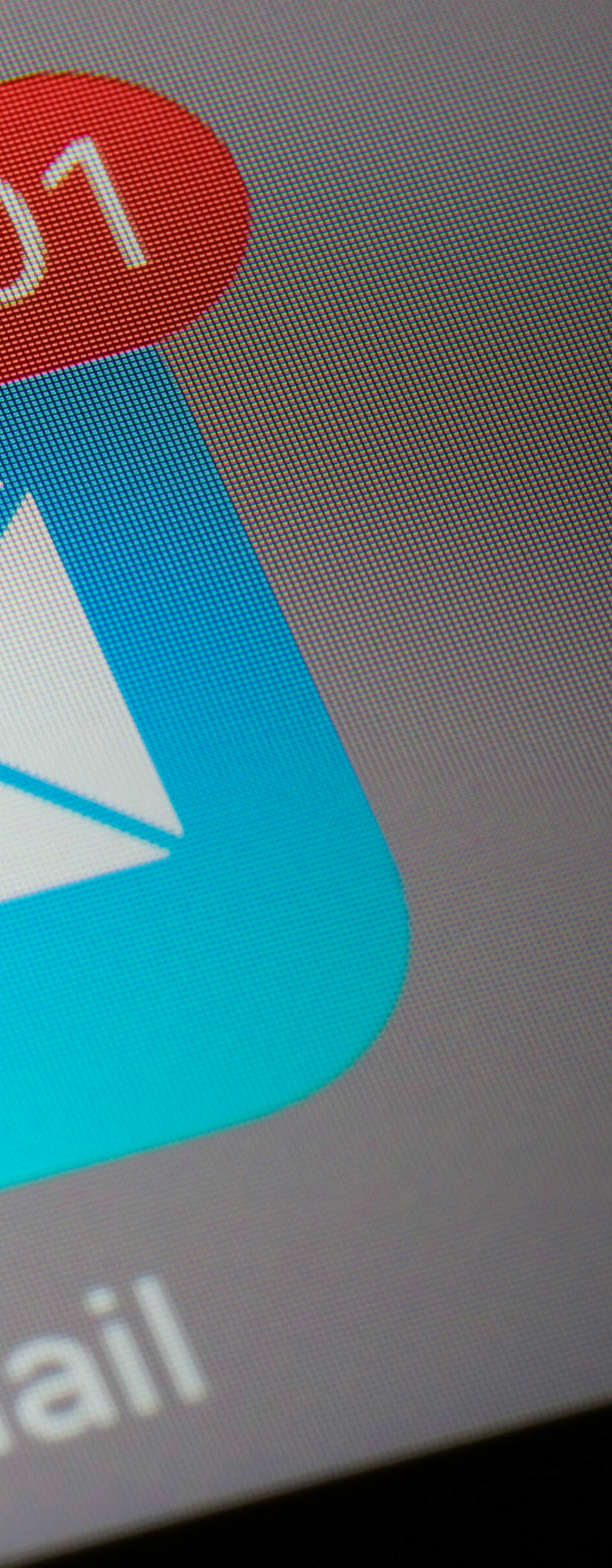


This cross-platform support shows Apple's inte to unify user experiences across its devices. While iOS 26 targets mobile convenience, macOS Tahoe ensures desktop users aren't left behind, creating a cohesive system for handling verification codes regardless of the device or app.

PRIVACY AND SECURITY

Apple emphasizes privacy in its autofill feature, a key concern when accessing sensitive codes. The system processes codes locally on the iPhone or Mac, ensuring they aren't sync to iCloud or external servers unless users enable iCloud Keychain access. This keeps data secure, even when pulling from third-party apps, which often rely on cloud storage.

However, limitations exist. The feature depends on apps delivering notifications, and Gmail's lack of push notifications in Apple's Mail settings can delay code detection, as noted on Apple's Developer Forums. WhatsApp, with its real-time messaging, faces fewer issues, but users must ensure notifications are enabled. If an app doesn't support push, users may need to manually open it to trigger the autofill, slightly reducing the seamless experience.

Security is bolstered by the Delete After Use option, which removes codes from Gmail or WhatsApp after entry, reducing the risk of unauthorized access if a device is compromised. Apple's support page clarifies that users can disable this for sensitive accounts, offering flexibility.

The feature's reliance on standard code formats also minimizes errors, ensuring accurate detection without compromising security.

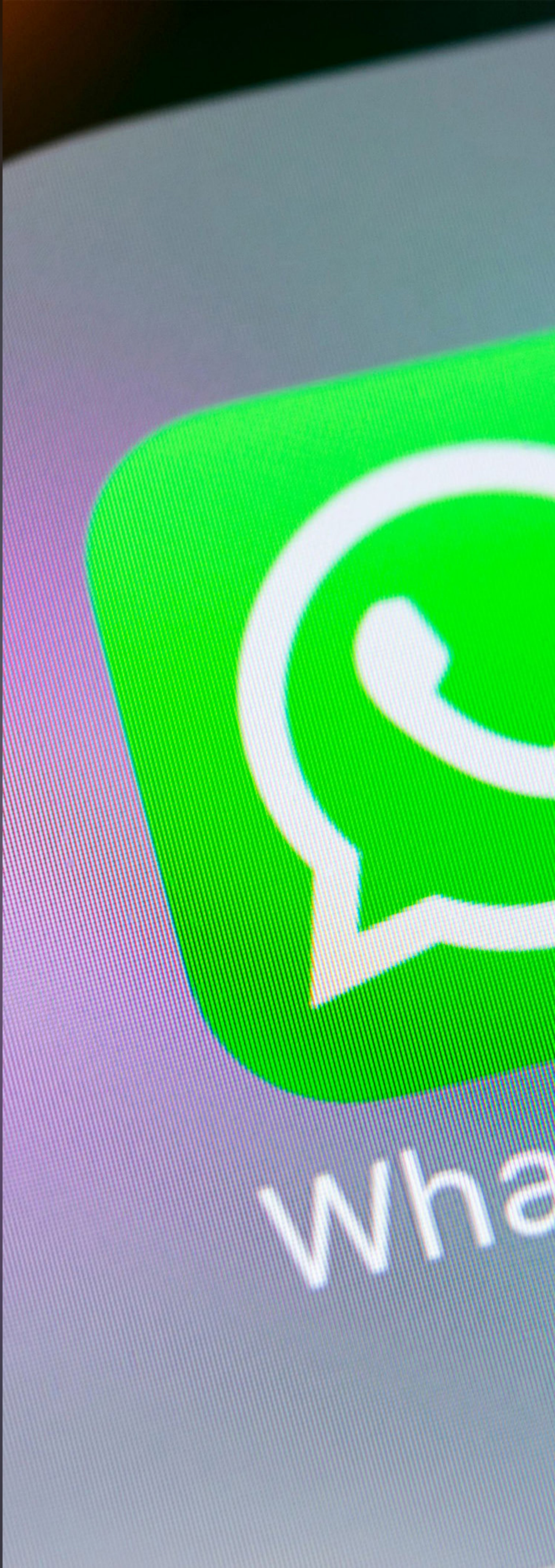
Despite these safeguards, some users on X expressed skepticism about third-party app integration, citing concerns over data access. Apple's local processing mitigates this, but the company must communicate its privacy measures clearly to maintain trust, especially as it ventures beyond its walled garden.

CHALLENGES AND USER FEEDBACK

The beta phase has surfaced some kinks. Posts on X and Reddit highlight inconsistent autofill performance, with some users reporting delays in Gmail code detection or failures in WhatsApp if notifications are disabled. These issues echo earlier iOS 18.1 complaints, where autofill stopped working for some after updates, as seen in Apple's Community forums. Restarting the device or toggling Autofill settings often resolves these, but Apple is likely refining the feature in beta.

Compatibility is another hurdle. While Gmail and WhatsApp are confirmed, less popular apps may not trigger autofill reliably if their code formats vary. The feature's success depends on developers adhering to standard formats, a challenge for smaller platforms. Users switching between multiple apps may also encounter hiccups, as one X post noted, "It works great for Gmail, but my other email apps don't always catch it."

The learning curve is minimal, but awareness is low. Many users, accustomed to manual code entry, may not know the feature exists, as seen in Reddit discussions about iOS 17's similar struggles. Apple's documentation, while



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tsApp
Insta

detailed, could benefit from in-app prompts to guide users, especially during logins using third-party apps.

The autofill expansion responds to a real pain point: the hassle of two-factor authentication across apps. With Gmail and WhatsApp support, iOS 26 saves users seconds per login, adding up to hours for frequent authenticators like those in e-commerce or finance. The feature's integration with macOS Tahoe ensures consistency, whether on a phone or laptop, a clear win for productivity.

Apple's decision to include third-party apps marks a departure from its ecosystem-first stance, acknowledging the diversity of user preferences. This could set a precedent for future iOS features, encouraging openness while maintaining security standards. The automatic deletion option further enhances its appeal, keeping digital clutter at bay without extra effort.

iOS 26
atchOS 26
tvOS 26
macOS 26
isionOS 26
iPadOS 26

META'S BIG BETS TO LURE OPENAI'S AI TALENT

OpenAI's chief executive, Sam Altman, has publicly stated that Meta offered signing bonuses as high as $100 million to attract his company's top engineers, alongside annual compensation packages exceeding that amount. These offers targeted researchers critical to OpenAI's work on ChatGPT and advanced AI models, as Meta seeks to build a "superintelligence" team to compete in the race for artificial general intelligence. Altman shared these details on a podcast hosted by his brother, emphasizing that none of OpenAI's key talent has accepted Meta's deals so far.

Meta

Meta's push is led personally by its CEO, Mark Zuckerberg, who has been directly contacting engineers to join a new AI lab focused on achieving human-level AI capabilities.

The company views OpenAI as a major rival, especially as its own AI efforts, including the open-source Llama models, have struggled to keep pace with ChatGPT's success. Meta's aggressive recruitment underscores the fierce competition for a small pool of elite AI researchers, whose expertise can shape a company's future in the trillion-dollar AI industry.

The $100 million bonuses are part of a broader strategy to assemble a world-class team, with Meta also investing heavily in partnerships, like a $14 billion stake in Scale AI, a data-labeling startup.

These moves aim to bolster Meta's AI capabilities, but Altman suggested the hefty payouts alone haven't swayed OpenAI's top minds, hinting at deeper factors like company culture or mission keeping them in place.

WHY META'S OFFERS FELL FLAT

Altman pointed out that OpenAI's researchers prioritize more than just money. He argued that Meta's focus on massive upfront bonuses creates a work environment less suited to groundbreaking innovation. OpenAI's culture, centered on pushing the boundaries of AI toward superintelligence, has kept its talent loyal, even against nine-figure offers. The promise of being part of a company shaping AI's future, coupled with potential long-term rewards, outweighs Meta's immediate cash incentives, according to Altman.

ACQ
J.P.Morgan

Meta's recruitment tactics also face skepticism. Altman criticized the company for trying to replicate OpenAI's success rather than forging its own path. He suggested that chasing competitors' past achievements rarely leads to breakthroughs, a view echoed by industry analysts who note Meta's AI lab is still finding its footing. Despite Meta's open-source Llama models gaining traction, with third-party apps built on them, the company lags behind OpenAI's market dominance and public recognition.

The offers' structure may also deter takers. Such bonuses often come with long-term commitments or clawback clauses, requiring employees to stay for years to fully vest. For researchers driven by impact, tying themselves to a company struggling to match OpenAI's AI advancements might feel risky, especially if they doubt Meta's ability to deliver on its ambitious goals.

A WIDER AI TALENT WAR

Meta's pursuit of OpenAI staff is part of a broader scramble for AI expertise across Silicon Valley. Companies like Anthropic, founded by former OpenAI engineers, and Google's DeepMind have also lost talent to rivals offering multimillion-dollar deals. Meta successfully hired researchers like Jack Rae from DeepMind and Johan Schalkwyk from Sesame AI, showing its recruitment isn't entirely fruitless, but high-profile OpenAI targets, like lead researcher Noam Brown and Google's AI architect Koray Kavukcuoglu, turned down offers.

The AI talent pool is shrinking as demand soars. Elite researchers with PhDs in machine learning or related fields command salaries far beyond typical tech roles, with top firms offering annual packages exceeding $2 million.

Retention is just as fierce, with OpenAI reportedly providing $2 million bonuses and $20 million equity packages to fend off poaching from startups like Safe Superintelligence, founded by former OpenAI scientist Ilya Sutskever.

These figures reflect a belief that a handful of brilliant minds can make or break an AI company's future.

The war isn't limited to senior talent. Meta's retention rate for AI staff stands at 64%, lower than Anthropic's 80% or DeepMind's 78%, signaling challenges in keeping engineers long-term.

Meanwhile, entry-level AI hiring has slumped, with new graduates making up just 7% of tech hires, a sharp drop from pre-pandemic levels.

sca

Meta

This focus on elite talent leaves fewer opportunities for junior engineers, creating a lopsided industry where only the top tier thrives.

META'S AI AMBITIONS AND STRUGGLES

Meta's aggressive hiring stems from its need to catch up in the AI race. Once known for social media, the company has poured billions into AI, driven by Zuckerberg's vision of achieving superintelligence—AI that vastly outperforms human cognition. Its Meta AI division, which oversees Llama models, has built a foundation for open-source AI, enabling developers to create apps on its platform. Analysts credit Meta with laying key infrastructure for the AI ecosystem, but its models haven't captured the public's imagination like ChatGPT.

Recent setbacks highlight Meta's challenges. The company delayed its latest flagship AI model due to capability concerns, while OpenAI gears up to release a new open AI model that could widen the gap.

Meta's $14 billion investment in Scale AI aims to strengthen its data training, but it's a costly bet to close the distance with rivals. Zuckerberg's personal involvement in recruitment, including direct calls to engineers, shows the urgency to rebuild Meta's AI credibility.

Critics argue Meta's strategy lacks originality, echoing Altman's claim that copying OpenAI won't work. The company's open-source focus, while influential, hasn't translated into market leadership. Meta sees OpenAI as its biggest competitor, but its AI lab, led

by former Scale AI CEO Alexandr Wang, is still staffing up, facing pressure to deliver breakthroughs while rivals like Anthropic and Google DeepMind advance at full speed.

THE BIGGER PICTURE OF AI COMPETITION

The talent war reflects the stakes in AI's future. Companies believe artificial general intelligence, where AI matches or surpasses human abilities, is within reach, driving a frenzy to secure the engineers who can make it happen. Spending on AI infrastructure is staggering, with estimates projecting $1.8 trillion by 2030 for computing power alone—more than Australia's annual GDP. This fuels not just talent poaching but massive investments in startups and data centers, like OpenAI's $500 billion joint deal for new U.S. facilities.

The competition isn't just about technology—it's about culture and vision. OpenAI's mission-driven ethos, aiming for superintelligence, contrasts with Meta's compensation-heavy approach, which Altman says risks stifling innovation.

Other firms, like Anthropic, retain talent with strong cultures, while Google DeepMind benefits from its research legacy. The industry's high turnover, especially at Meta, suggests that money alone can't buy loyalty when engineers prioritize impact over paychecks.

Regulatory scrutiny looms too. U.S. senators have questioned retention bonuses with noncompete clauses, hinting at potential legal challenges. The AI race also sparks public debate, with industry leaders like Altman and Zuckerberg trading barbs on podcasts,

revealing tensions usually kept private. As companies vie for dominance, the fight for talent shapes not just their futures but the trajectory of AI itself, determining who will define the next era of technology.

WHAT KEEPS TALENT IN PLACE

OpenAI's ability to fend off Meta's offers points to more than just competitive pay. Engineers at top AI firms often chase the chance to shape history, working on systems that could transform industries or solve global problems. OpenAI's lead in generative AI, with ChatGPT as a household name, gives its team a sense of being at the forefront, a pull that outweighs even massive bonuses.

Meta, despite its struggles, isn't out of the game. Its open-source contributions and partnerships, like with Scale AI, keep it relevant, and hires like Rae show it can still attract talent. The company's challenge is building a culture that matches its financial muscle, convincing researchers they can achieve superintelligence under Zuckerberg's vision. The talent war shows no signs of slowing, with each firm betting big on a future where AI's potential hinges on the minds they can secure.

The scramble for AI expertise is a high-stakes game, where loyalty, ambition, and innovation collide.

As Meta and OpenAI battle for the best brains, the industry watches closely, knowing that the winners will set the pace for AI's next leap, shaping how machines think and humans interact with them.

APPLE'S BACK TO SCHOOL SALE OFFERS NEW INCENTIVES

Apple's annual Back to School sale, known as the Higher Education Offer, is underway in the United States, targeting students, educators, and parents through the Education Store. The promotion provides perks for buying eligible Macs and iPads, typically including free accessories or gift cards alongside year-round education discounts. Specific details on the current offer remain sparse, but the sale aims to attract academic buyers with added value.

Eligible participants include college students, faculty, staff, homeschool teachers, and parents purchasing for students at higher education institutions. Verification is required through

Apple's Education Store or a third-party service, ensuring only qualified buyers access the deals. The promotion restricts purchases to one Mac and one iPad per person, maintaining fairness among individual shoppers.

The sale's structure varies by region. In countries like Australia and Brazil, past promotions included free AirPods or Apple Pencils, suggesting possible U.S. incentives. Without confirmed specifics, shoppers must check Apple's Education Store for updates to understand the full scope of the offer. The lack of clarity may prompt some to delay purchases until more details emerge.

PERKS AND ELIGIBLE PRODUCTS

The Higher Education Offer builds on Apple's standard education pricing, which reduces Mac and iPad costs by up to 10%. Previous U.S. sales included gift cards—$100 for iPads and $150 for Macs—or free accessories like AirPods or Apple Pencils. Current indications suggest similar perks, potentially including AirPods or an accessory of comparable value, though Apple's website remains vague, mentioning only "eligible accessories."

Qualifying devices likely include MacBook Air, MacBook Pro, iMac, Mac mini, iPad Air, and iPad Pro, consistent with past promotions. The Education Store also discounts AppleCare+ plans by 10%, appealing to buyers seeking extended device protection.

Gift cards or accessories can be used for apps, Apple Music subscriptions, or items like Magic Keyboards, though their appeal varies by user.

The offer's value hinges on the accessory or

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Erica Souza
Touch ID or Enter Password

gift card. Free AirPods, priced between $129 and $179, or a $99 Apple Pencil Pro effectively lowers the purchase cost for those needing such items. Shoppers uninterested in extras may find the deal less compelling, especially if seeking upfront savings over added perks.

SHOPPING AROUND FOR SAVINGS

Retailers like Amazon, Best Buy, and B&H Photo often undercut Apple's education discounts, offering Macs and iPads at lower prices without eligibility restrictions. For instance, the 13-inch MacBook Air M4 with 16GB RAM and 256GB storage, discounted by $100 in Apple's Education Store, can be found at Amazon or Best Buy for $50 less, saving $150 off retail. Similarly, the 11-inch iPad Air M2, reduced by $50 at Apple, sells for $100 off at Amazon.

These third-party deals don't include gift cards or accessories, but the cash savings appeal to budget-focused buyers. Apple's free extras may sway those valuing AirPods or Pencils, but the math favors retailers for those prioritizing price. Comparing options is key, as savings vary by model and retailer.

Price guides from sites like AppleInsider help track discounts across stores, revealing where deals surpass Apple's offer. Students must decide if a gift card or accessory justifies a higher upfront cost, especially if they don't need the perk.

Checking multiple retailers ensures the best value, particularly for non-students ineligible for Apple's sale.

WHO CAN SHOP AND HOW

Eligibility covers higher education students, faculty, staff, and parents of students, as well as K-12 employees like homeschool teachers and PTA officers. Verification through Apple's process or a third-party service confirms status before granting access to the Education Store. iPhones and Apple Watches are excluded, and institutional buyers, like schools purchasing in bulk, don't qualify.

Shoppers should compare Apple's offer with retailer deals. Amazon and Best Buy's discounts are open to all, bypassing eligibility checks, but Apple's extras add value for qualified buyers.

Exploring Apple's year-round education pricing, available outside the sale, ensures savings on Macs and iPads anytime. Some retailers allow price adjustments within a return window, letting early buyers re-ring purchases to include promotions.

Navigating the sale requires diligence. Without full details, buyers must monitor Apple's Education Store for updates on perks and products. Weighing immediate savings against added value helps students and educators make informed choices, ensuring they maximize benefits from Apple's offer or find better deals elsewhere.

MICROSOFT'S VOW TO SAFEGUARD EUROPE'S CLOUD DATA

ROOTING DATA IN EUROPE

Microsoft announced on June 16, 2025, a bold plan to ensure all European cloud customer data stays within the European Union and European Free Trade Association territories. This commitment spans user files, system logs, and AI-generated content, directly addressing concerns about data falling under foreign laws, such as the U.S. CLOUD Act, which could force American firms to disclose overseas data. The Microsoft Sovereign Cloud, now in preview, places European personnel in charge of all operations, empowering customers with complete control over their digital assets.

To deliver on this promise, Microsoft introduced tools like Data Guardian, which requires EU-based staff to approve any remote access to data systems in real time. Every action is logged in a tamper-proof ledger, ensuring transparency. Customers can also manage encryption keys using hardware from European providers like Futurex, making unauthorized access nearly impossible. These features target industries like banking and government, where data breaches carry severe consequences.

Microsoft's network of over 200 data centers across 16 European countries, including Denmark, Italy, and Austria, underpins this strategy. The company plans to significantly expand this infrastructure to meet growing demand for services like Azure, Microsoft 365, and Dynamics 365. This ensures data never leaves the continent, offering businesses a secure foundation for cloud adoption without cross-border risks.

GDPR

The impact is immediate for customers. From retailers protecting customer records to universities securing research, Microsoft's localized cloud eliminates the fear of foreign data exposure. The preview phase is already demonstrating how this approach marries robust security with high performance, setting a new standard for cloud services in Europe.

TACKLING EUROPE'S PRIVACY RULES

The European Union's General Data Protection Regulation, in place since 2018, imposes strict data privacy standards, with hefty fines for violations. Recent court rulings have further restricted transatlantic data transfers, putting U.S. tech companies under intense scrutiny. Microsoft's strategy localizes all cloud operations—storage, processing, and oversight—to comply with GDPR and regional regulations, easing the compliance burden for customers.

Geopolitical tensions heighten the stakes. European governments, cautious of U.S. tech dominance amid trade disputes, are prioritizing digital sovereignty. Microsoft has pledged to legally challenge any U.S. government attempts to disrupt European services, reassuring customers who depend on cloud tools for critical operations like healthcare systems or financial transactions. This commitment strengthens trust in Microsoft's cloud reliability.

The EU's 27 member states present a patchwork of regulations, each with unique requirements. Microsoft customizes its services to meet local standards, ensuring compliance in Germany's privacy-centric market or France's oversight-focused environment. This tailored approach allows multinational businesses to operate across borders without regulatory hiccups, a significant advantage in a complex landscape.

By embedding compliance into its cloud architecture, Microsoft frees customers to focus on their core operations. For industries facing constant regulatory pressure, this streamlined approach is transformative, enabling them to adopt cloud technology without fear of costly missteps.

DATA PROTECTION

CYBER SECURITY
Username
Password
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Forgot password
Login
DATA

BUILDING LOCAL PARTNERSHIPS

Microsoft is collaborating with European firms to deliver a Sovereign Cloud that resonates with regional priorities. In France, the Bleu joint venture with Orange and Capgemini provides cloud services under French control, while in Germany, partnerships with SAP and Arvato Systems align with national data standards. These alliances blend Microsoft's global expertise with local insight, creating a cloud that feels homegrown.

These partnerships offer practical benefits. European firms bring deep regulatory knowledge, guiding customers through compliance challenges. For instance, Capgemini's role in Bleu includes consulting services to help businesses adopt Microsoft's sovereign tools, a critical support for sectors like education and public administration navigating strict data rules.

Security is bolstered through regional technology. By integrating with European hardware providers like Thales for encryption key management, Microsoft ensures that key components of its cloud are locally sourced. This enhances data protection and supports Europe's push for technological self-reliance, a growing priority as the continent seeks to reduce dependence on foreign tech.

For customers, these collaborations deliver tailored solutions backed by local expertise. Whether it's a Swedish hospital safeguarding patient data or a Spanish manufacturer optimizing operations, Microsoft's regional focus makes its cloud a trusted choice, distinguishing it in a market wary of U.S.-based providers.

Micros

EMPOWERING EUROPE'S DIGITAL GROWTH

Microsoft's Sovereign Cloud is a catalyst for Europe's digital ambitions. By keeping data local, the platform enables businesses to harness AI, analytics, and collaboration tools without regulatory risks. This is a lifeline for startups and enterprises in sectors like retail and academia, where secure data handling is essential for innovation.

Europe aims to lead in AI and digital infrastructure, but data sovereignty concerns have slowed cloud adoption, with U.S. firms controlling most of the market. Microsoft's localized cloud offers a trusted alternative, combining global scale with regional control. For industries hesitant to embrace cloud technology, this could unlock new opportunities to modernize and compete.

Sustainability is a core component. Microsoft's European data centers, powered by renewable energy, align with the EU's environmental goals, appealing to customers prioritizing green technology. The expanded network will support surging demand for cloud services, from small businesses digitizing operations to governments streamlining public services.

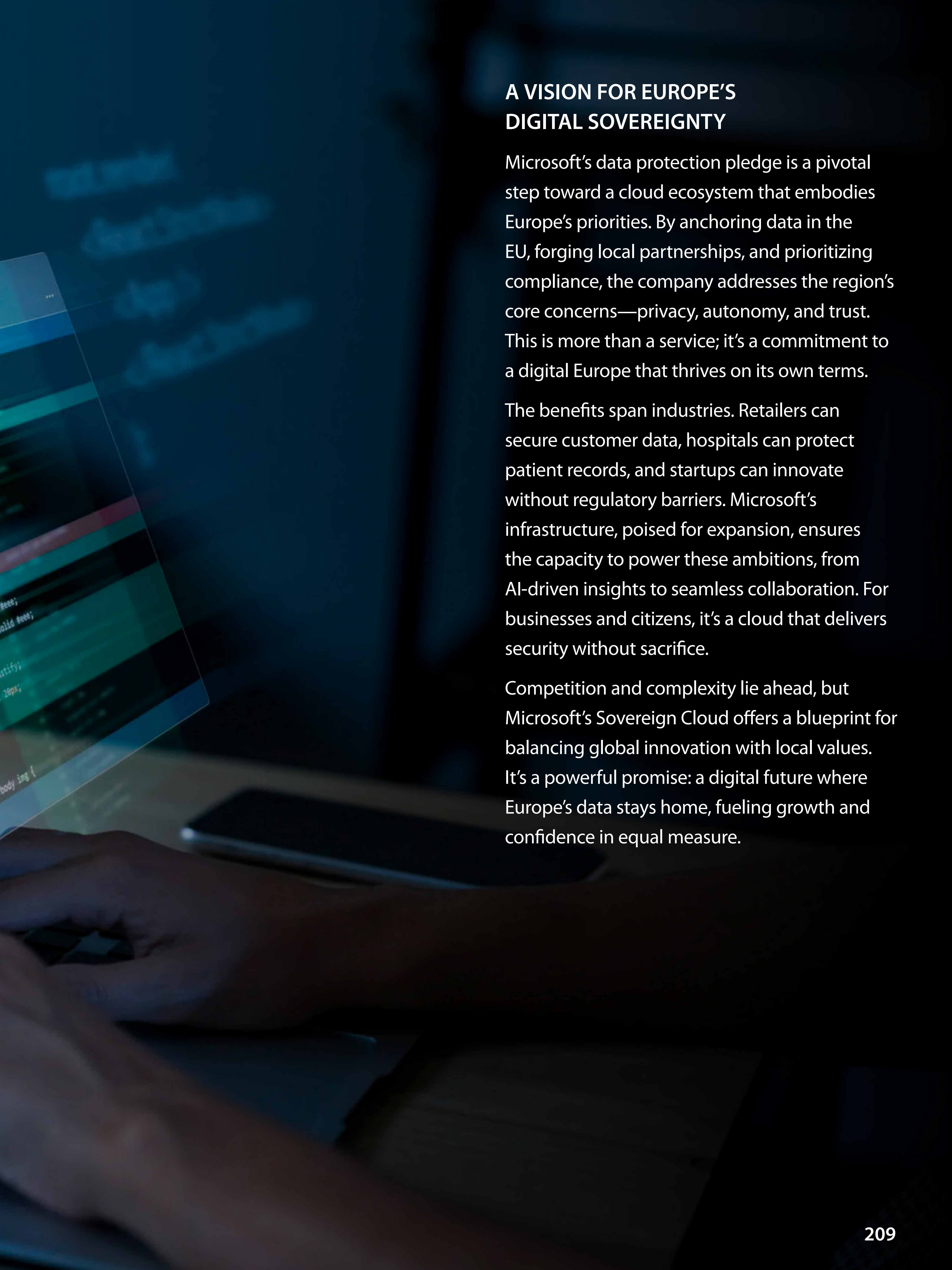
The platform also promotes inclusivity. By offering enterprise-grade security to organizations of all sizes, Microsoft enables smaller firms to access tools once reserved for industry giants. This democratization of technology could spark a wave of innovation, strengthening Europe's position in the global tech race.

NAVIGATING A COMPETITIVE LANDSCAPE

Microsoft faces fierce competition. Amazon Web Services' European Sovereign Cloud, launched recently, mirrors Microsoft's focus on data residency and local oversight. Meanwhile, European initiatives like the Netherlands' ECOFED project seek to build independent cloud systems, challenging U.S. dominance. Microsoft's early adoption and extensive infrastructure provide an edge, but staying ahead requires constant evolution.

Cost is a challenge. Sovereign cloud services, with their specialized setups, can be more expensive, potentially limiting access for smaller organizations. Microsoft is exploring flexible pricing to address this, but convincing cost-conscious customers of the value of premium security remains a hurdle. Transparency, through features like auditable logs, helps build the case.

The market is dynamic. European alternatives are gaining momentum, backed by regional policies. Microsoft's strategy hinges on its partnerships and global expertise, delivering solutions that feel both local and cutting-edge. If it can balance affordability with security, the company could define the future of cloud services in Europe.



A VISION FOR EUROPE’S DIGITAL SOVEREIGNTY

Microsoft’s data protection pledge is a pivotal step toward a cloud ecosystem that embodies Europe’s priorities. By anchoring data in the EU, forging local partnerships, and prioritizing compliance, the company addresses the region’s core concerns—privacy, autonomy, and trust. This is more than a service; it’s a commitment to a digital Europe that thrives on its own terms.

The benefits span industries. Retailers can secure customer data, hospitals can protect patient records, and startups can innovate without regulatory barriers. Microsoft’s infrastructure, poised for expansion, ensures the capacity to power these ambitions, from AI-driven insights to seamless collaboration. For businesses and citizens, it’s a cloud that delivers security without sacrifice.

Competition and complexity lie ahead, but Microsoft’s Sovereign Cloud offers a blueprint for balancing global innovation with local values. It’s a powerful promise: a digital future where Europe’s data stays home, fueling growth and confidence in equal measure.

APPLE FACES NEW EU SCRUTINY OVER APP STORE RESTRICTIONS

European Union regulators warned Apple on June 16, 2025, that it risks fresh antitrust charges unless it resolves violations of the Digital Markets Act, a law aimed at curbing tech giants' dominance. The European Commission, the EU's executive arm, set a June 26 deadline for Apple to allow app developers to inform users about cheaper payment options outside the App Store, a practice known as steering. Failure to comply could trigger daily fines up to 5% of Apple's global revenue, a significant threat given the company's $394 billion in sales last year.

This follows a €500 million ($579 million) fine in April for similar App Store restrictions, marking the EU's first penalty under the DMA, effective since March 2024.

The Commission accused Apple of blocking developers from directing users to alternative payment systems, stifling competition.

Apple insists it has made changes, including allowing one external link per app, but regulators say these fall short, citing a 27% commission on external purchases and restrictive link formats.

Apple's response has been sharp. A spokesperson told Bloomberg that EU regulators keep shifting compliance requirements, making it impossible to meet their steering rules.

The company argues these demands undermine user privacy and force it to give away technology for free, a stance it reiterated after the April fine. The ongoing clash highlights the EU's aggressive push to open digital markets, with Apple at the center of its enforcement efforts.

A HISTORY OF EU PENALTIES

The EU's focus on Apple isn't new. Last year, the company faced a €1.8 billion fine for limiting music-streaming rivals like Spotify on the iPhone, a case sparked by a 2019 complaint. In 2016, Apple was ordered to pay Ireland €13 billion in back taxes, a ruling it's still contesting. These penalties reflect the EU's broader crackdown on tech giants, with Alphabet's Google facing over $8 billion in fines and Amazon and Microsoft under scrutiny for their platforms.

The DMA, designed to foster competition, targets gatekeepers like Apple, Meta, Google, Amazon, Microsoft, and ByteDance. It mandates that companies allow alternative app stores, sideloading, and free steering to external payment options. Apple's App Store, which charges up to 30% commission on in-app purchases, has been a focal point since the law's introduction. The April fine criticized Apple's anti-steering rules, which barred developers from promoting cheaper subscriptions elsewhere.

Apple's attempts to comply have met resistance. After the DMA took effect, the company introduced a single external link option but imposed a 27% fee, required a specific link format, and displayed warning screens about external payments.

The Commission's 68-page April ruling called these measures anti-competitive, arguing they undermine the DMA's goal of free steering. Apple's appeal, filed last month, claims the EU's actions harm innovation and user security.

THE ANTI-STEERING DISPUTE

At the heart of the EU's case is Apple's anti-steering policy, which restricts developers from telling users about payment options outside the App Store. The DMA's Article 5(4) requires gatekeepers to allow developers to promote and complete transactions for alternative offers free of charge. The Commission found Apple's current setup—limiting links to one per app, charging a 27% commission, and using scare screens—violates this rule, forcing developers to rely on Apple's costly in-app payment system.

Developers like Spotify and Epic Games, maker of Fortnite, have long criticized these restrictions.

Image: Yui Mok

Image: Chris Delmas

Epic’s legal battle with Apple, ongoing since 2020, led to a U.S. court ruling in April banning Apple from charging fees on external payments, a decision upheld in June. In the EU, Epic’s complaints prompted Apple to allow Fortnite back on iOS via Epic’s own store, but the Commission says Apple’s broader policies still stifle competition.

The EU’s ultimatum demands concrete changes by June 26. Regulators haven’t detailed next steps but warned of “periodic penalty payments” if Apple doesn’t comply, potentially costing billions given Apple’s $1.1 billion daily revenue.

The Commission dismissed Apple’s privacy and security arguments, insisting the DMA prioritizes consumer choice and fair markets. Apple’s challenge lies in meeting these demands without eroding its App Store revenue, which generated $24 billion last year.

APPLE’S DEFENSE AND FRUSTRATIONS

Apple maintains that EU regulators are unfairly targeting it. The company argues that its App Store ensures user safety by vetting apps and payments, a value undermined by external links that could expose users to fraud. After the April fine, Apple accused the Commission of moving the goalposts, claiming its new link policy—introduced to allow one external URL per app—met DMA requirements. The company’s appeal calls the EU’s actions discriminatory, arguing they force Apple to subsidize competitors.

The Commission’s response has been firm. A spokesperson told Bloomberg that Apple’s privacy concerns lack evidence and that the DMA’s rules are clear: steering must be free.

The 70-page April ruling detailed how Apple's warning screens and fees discourage external purchases, creating unnecessary hurdles for developers. The Commission also criticized Apple's Core Technology Fee, charged for app installs above a threshold, as a disincentive for external links.

Apple's frustrations echo broader tensions with the EU. The company's financial filings warn that DMA compliance could disrupt its business model, affecting how it charges developers and manages app distribution. Posts on X reflect mixed sentiment, with some users decrying the EU's fines as anti-innovation, while others praise the push for competition. Apple's challenge is balancing regulatory demands with its walled-garden ecosystem, a cornerstone of its brand.

BROADER IMPLICATIONS FOR TECH GIANTS

The EU's actions against Apple signal a wider crackdown on tech dominance. Meta faced a €200 million fine in April for its "pay or consent" ad model, while Amazon's marketplace and Microsoft's Teams software are under investigation. The DMA's scope has expanded to cover social media influencers and gaming, reflecting the EU's ambition to reshape digital markets. These rules aim to give consumers more choice and developers fairer access, but tech firms argue they stifle innovation.

Apple's case could set a precedent. If the Commission imposes daily fines, other gatekeepers may face similar penalties, forcing changes to app stores, payment systems, and data practices.

The EU's enforcement, backed by fines like Google's $8 billion and Apple's €13 billion tax order, shows its willingness to wield financial muscle. However, companies like Apple warn that overregulation risks driving innovation elsewhere, a concern echoed by some X users.

The global ripple effect is clear. A U.S. court's June ruling, driven by Epic Games, banned Apple from charging external payment fees, mirroring the EU's steering demands.

Other regions, like Japan and South Korea, are exploring similar laws, putting pressure on Apple's App Store worldwide.

The outcome of Apple's EU compliance efforts could influence how digital marketplaces operate globally, reshaping the balance between tech giants and regulators.

DEVELOPER AND CONSUMER IMPACT

The EU's push for steering aims to benefit developers and users. By allowing apps to promote external payments, developers can avoid Apple's 30% commission, potentially lowering prices for consumers. Spotify, for instance, has already shifted to external payments in the U.S., citing cost savings. In the EU, developers could offer cheaper subscriptions or in-app purchases, increasing competition among payment providers.

Yet, challenges remain. Apple's warning screens, which flag external payments as risky, deter users, according to the Commission. The 27% commission on external purchases and the Core Technology Fee further limit savings, discouraging developers from using external links.

Xd

The EU's demand for free steering could level the playing field, but Apple's appeal and ongoing talks with regulators suggest a resolution won't come easily.

Some developers welcome the EU's actions. Epic Games praised the April fine, seeing it as a victory for competition. However, smaller developers worry about navigating complex compliance rules, a concern raised on social media, where users predict a potential collapse in small-scale innovation.

Consumers may benefit from lower prices but could face confusion if external payment systems vary widely in security or usability.

INDIA OPENS DOORS TO STARLINK’S SATELLITE INTERNET

LINK

A NEW PLAYER IN INDIA'S INTERNET MARKET

India has granted a license to Elon Musk's Starlink, allowing the satellite internet provider to begin commercial operations in the country. The approval, issued by the Department of Telecommunications, marks a significant step for Starlink, which has sought entry into the world's most populous nation for years.

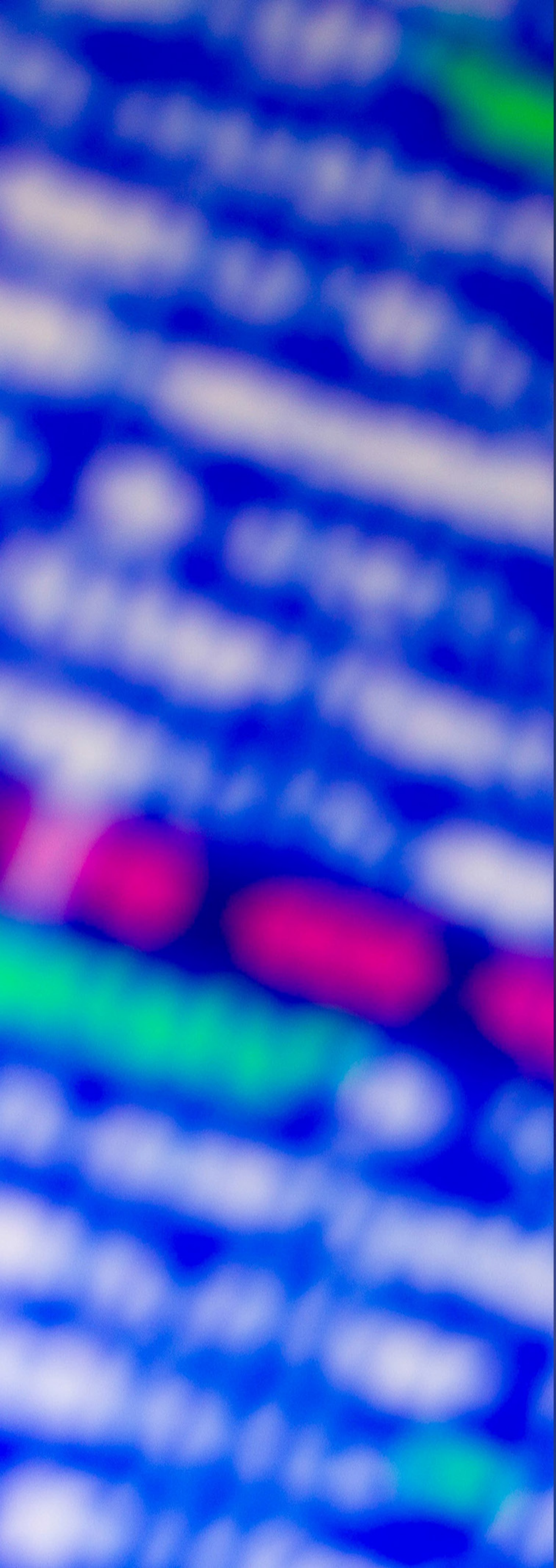
The company now joins Eutelsat's OneWeb and Reliance Jio as one of three authorized satellite internet providers in India, setting the stage for a competitive broadband market.

Starlink operates a constellation of over 7,000 low Earth orbit satellites, delivering high-speed, low-latency internet to remote and underserved areas. Unlike traditional cable or fiber networks, its satellite system requires minimal ground infrastructure, making it ideal for connecting rural and mountainous regions where terrestrial networks struggle. In India, where nearly 40% of the 1.4 billion population lacks internet access, Starlink's service could bridge a critical digital divide.

The license comes with strings attached. Starlink must comply with strict security rules, including enabling lawful interception, localizing data processing, and indigenizing 20% of its ground infrastructure within five years.

These conditions reflect India's focus on national security and self-reliance, balancing innovation with oversight. The company still needs a separate approval from India's space regulator and must secure spectrum to start services, a process requiring rigorous testing.

STARLINK



OVERCOMING REGULATORY HURDLES

India's telecom landscape is tightly regulated, and Starlink faced years of scrutiny before securing its license. National security concerns, including data privacy and foreign ownership, delayed approvals. The company clashed with telecom giants like Reliance Jio, owned by billionaire Mukesh Ambani, over how satellite spectrum should be allocated. Jio pushed for auctions to ensure a level playing field, while Starlink advocated for administrative assignment, arguing auctions would hinder innovation.

The government sided with administrative allocation, citing the shared nature of satellite spectrum, which is technically complex to auction. India's telecom regulator recommended that satellite providers pay 4% of their annual revenue as spectrum charges, plus an additional fee per urban subscriber.

Traditional telecoms, including Jio and Bharti Airtel, criticized these rates as too low, claiming they favor satellite operators. The regulator rejected calls to revise the fees, escalating tensions in the industry.

Starlink's partnerships with Jio and Airtel, India's top telecoms controlling over 70% of the market, eased its path. Both companies will distribute Starlink's equipment and services through their retail networks, blending competition with collaboration. These deals, combined with high-level meetings between Musk and Indian officials, helped navigate the regulatory maze, though security compliance remains a key hurdle.

PRICING CHALLENGES IN A COST-SENSITIVE MARKET

India's internet market is fiercely price-driven, with mobile data among the world's cheapest. Jio once offered free data with mobile plans, setting a low bar for competitors. Starlink's satellite service, while transformative for remote areas, faces pricing pressure in urban markets where affordable terrestrial broadband dominates. Early reports suggest Starlink may offer unlimited data plans under $10 monthly, a promotional rate to gain traction, alongside a $400 satellite dish cost.

The dish price could deter mass adoption, especially in rural areas where incomes are lower. Starlink's pricing mirrors its offers in neighboring countries like Bangladesh and Bhutan, aiming for regional consistency.

A one-month free trial with each device purchase is planned to let users test the service, potentially offsetting the upfront cost. Still, competing with Jio's and Airtel's low-cost plans will test Starlink's ability to carve out a niche.

Urban users, likely wealthier households, may value Starlink's high-speed, reliable connection for streaming or gaming, but rural adoption hinges on affordability. The company's focus on underserved regions aligns with India's digital inclusion goals, but balancing cost with profitability is critical.

Starlink's global experience, serving over 5 million users in 100 countries, may inform its strategy, but India's unique market dynamics demand a tailored approach.

STARLINK

TECHNOLOGY AND INFRASTRUCTURE NEEDS

Starlink's technology relies on a vast satellite network orbiting 550 kilometers above Earth, communicating with ground terminals to deliver broadband. The low orbit reduces latency compared to traditional satellites, supporting real-time applications like video calls or online gaming. In India, this could transform access in remote villages, where laying fiber or building cell towers is impractical.

Setting up operations requires significant groundwork. Starlink must establish earth station gateways to link its satellites to local networks, a process subject to security vetting.

The company is expected to receive trial spectrum soon, allowing it to test systems for compliance with India's interception and data localization rules. These gateways must route all Indian user traffic domestically, ensuring no data is processed abroad.

India's guidelines also mandate using NavIC, the country's regional navigation system, in user terminals by 2029, alongside GPS. Starlink's phased plan to localize 20% of its ground equipment, like antennas and routers, supports India's push for indigenous manufacturing.

These requirements, while boosting local economies, add complexity and cost to Starlink's rollout, testing its operational agility.

COMPETITION AND MARKET IMPACT

Starlink enters a crowded telecom market, where Jio and Airtel dominate with extensive terrestrial networks. Eutelsat's OneWeb, backed by Airtel's

Bharti Group, and Jio's partnership with SES already offer satellite internet, while Amazon's Kuiper awaits approval. Deloitte estimates India's satellite broadband market could reach $1.9 billion by 2030, driven by demand for rural connectivity, making it a lucrative but competitive space.

Traditional telecoms worry Starlink's low spectrum fees give it an edge, potentially disrupting their urban broadband business. Jio and Airtel's partnerships with Starlink mitigate this by integrating its services into their offerings, but they'll still compete for subscribers. Starlink's resilience in harsh conditions, proven in conflict zones, could appeal to businesses, government agencies, or disaster-prone areas needing robust connectivity.

The broader impact lies in rural access. Satellite internet can connect schools, clinics, and farms in remote regions, supporting education, healthcare, and economic growth. Starlink's ability to cover vast areas with minimal infrastructure positions it to complement, not replace, terrestrial networks. Its success depends on delivering affordable, reliable service while navigating India's regulatory and competitive landscape.

STARLINK'S ROAD AHEAD

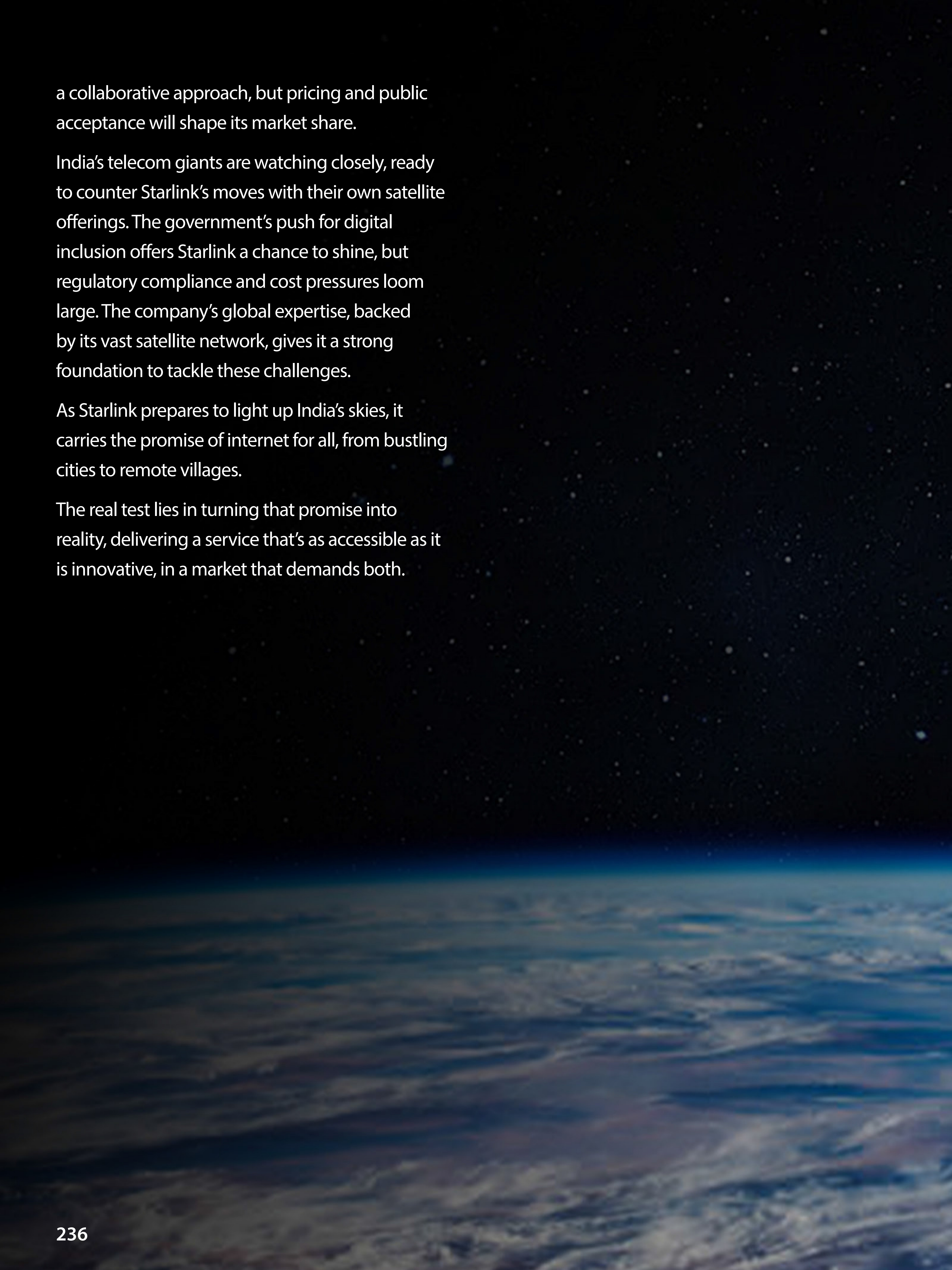
Starlink's license unlocks a massive opportunity to connect India's unserved regions, but the journey is just beginning. Securing spectrum, building infrastructure, and meeting security rules will take months of rigorous work. The company's partnerships with Jio and Airtel signal

a collaborative approach, but pricing and public acceptance will shape its market share.

India's telecom giants are watching closely, ready to counter Starlink's moves with their own satellite offerings. The government's push for digital inclusion offers Starlink a chance to shine, but regulatory compliance and cost pressures loom large. The company's global expertise, backed by its vast satellite network, gives it a strong foundation to tackle these challenges.

As Starlink prepares to light up India's skies, it carries the promise of internet for all, from bustling cities to remote villages.

The real test lies in turning that promise into reality, delivering a service that's as accessible as it is innovative, in a market that demands both.



YOUR BRAND HAS NEVER BEEN IN SUCH GOOD COMPANY

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SPECIAL EDITION* Spirits were high at Apple's 'There's more in the making' event, which was held at the Howard Gilman Opera House in Brooklyn, New York on October 30. Hot off the heels of the launch of the new iPhone XS, XS Max and XR, Tim Cook and Co were ready to show off next-generation models of two of the company's most beloved products: the Mac, and the iPad. Introducing a whole host of new editions, this was an Apple event to

Everything Apple, Every Week.

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